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Homes of Today and Tomorrow

STANDARDIZED TO AVOID WASTE



America's Best Planned Small Homes

All Illustrations from Photographs

Plan Books and Plans Furnished by Mail Only

PLAN PRICES

Complete Plans and Specifications in duplicate	\$20
Four complete sets with specifications	\$24
Plans reversed from position shown, \$7 additional	
Plans shown in brick changed to frame, \$7 additional	
By special delivery the day ordered.	

STANDARD HOMES COMPANY

Colorado Building

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Colorado Building, Washington, D. C.

Washington 5, D. C.

FACTS ABOUT "HOMES OF TODAY AND TOMORROW"

If you are interested in building a home of your own, it follows that you not only want the best home possible for your investment, but one out of which you can get your money in full at any time you may desire to do so.

FOR 29 YEARS we have helped lot owners throughout the country build better homes at lower cost by furnishing standardized plans that prevent waste in materials and labor. During those 29 years we have never known or heard of a loss to a single customer on one of our houses constructed by a reliable contractor.

OUR HOUSE DESIGNS are selected and offered to the public after weeks and months of careful consideration. No freak designs such as ranch houses, rambling types, etc., are shown in our books because such plans are far more expensive to build, much harder to finance on easy terms and far harder to sell at a profit should a sale become necessary.

COLONIAL DESIGNS predominate in our plan books because such designs, as well as good English designs, do not go out of style in a lifetime, have better loan values and sell at far better profits.

BETTER HOMES AT LOWER COST—Those were our watchwords in preparing every design and in working out every floor plan. Furthermore, every floor plan shows dimensions that permit the use of stock length materials without waste—stock windows and doors carried by retail lumber dealers everywhere.

OUR PLANS for all houses to be constructed north of the Virginia-Tennessee-Oklahoma line call for full seven-foot basements with outside or grade entrances. We do not show half basements because they run about as much as full basements. Our free Folder "C"—Comparative Construction Cost of Small Homes—will prove this beyond doubt.

THE FLOOR PLANS shown herein will be appreciated by all who give them careful consideration. Often the same or similar floor plan will be shown for two or more houses. Some perfected floor plans for certain types of homes can hardly be improved, while exterior changes can be made at small additional cost to give variety in design.

"U" TYPE KITCHENS are shown in most of the floor plans in our plan books, but for several reasons refrigerators are seldom shown by the side of the range. All of our kitchens have been planned directly or indirectly by women—not by any particular group of women but rather from suggestions given to our designers by women from all parts of the country.

UTILITY ROOMS are not shown because they cost more than full basements, add to the heating cost of the house and do not give nearly so much working space. Furthermore, a house with a utility room has a lower loan value than a house with a full basement and the sales value is lower also.

GARAGES, considered essential by many, especially in northern territory, can be located in the basement of a home at much lower cost than when constructed as a separate unit or attached to the house. Basement garages run from \$50 to \$150, depending upon the lot, the doors selected, fireproofing required by the local building code, etc. Attached or detached garages run at least \$500 to \$2,000, depending upon the design, size, materials

used, interior finish, masonry work required, etc. It is necessary for the owner to put in more of his own cash if an outside garage is required.

THE COST OF A HOUSE can be determined only by submitting the working plans and specifications to contractors in your immediate vicinity for bids. Before any contractor can give you a definite price or even a fair estimate, it will be necessary for him to see your lot, study the complete working drawings carefully and then learn from you exactly what you will want and expect of him. He will want to know whether you want frame, cinder block or brick construction, the kind of plumbing and heating, the kind of flooring, kitchen equipment, etc., and many other things.

DO NOT PERMIT your house to be estimated by the cubic foot system nor by the square feet of floor space. Such estimating systems are doing a lot to add to the high cost of building. Every one of the 75 or more separate items covered by the plans and specifications should be estimated separately, and all honest contractors will agree that this is the only fair and just way for both owner and contractor.

OUR FOLDER "A"—Answers to Questions—will be of great help to you in filling out your specifications, arranging your contract for the construction of your home, handling payments with your contractor, etc. Mailed free on request.

OUR FOLDER "B"—9 Points That Will Help You Build a Better Home at Lower Cost—will help you in deciding on the type of home to build, the kind of lot to select, what you want in a good home, and many other important points. Send for free copy.

FOLDER "C"—Comparative Construction Cost of Small Homes—will give you a clear conception of good construction, the why's and wherefore's of present day prices, etc. Gladly furnished free on request.

FOLDER "F"—Financing the Construction of Small Homes—will show you how simple it is to build a home of your own and pay less than rent. Also furnished free on request.

PLAN PRICES. Complete plans and specifications, including cost estimating forms and other valuable information, will be furnished in duplicate for \$20. Four sets for \$24. Six sets for \$28., provided all of the sets ordered are for use in the construction of one house.

PLAN DELIVERIES are made promptly under special handling stamp and usually reach the purchaser in 24 to 48 hours, depending upon destination.

CHECKS OR MONEY ORDERS are acceptable, and any plans ordered may be returned the day received if not found exactly as represented. Plans are not subject to return if they are used for estimating purposes, for securing a loan, or for any purpose other than for inspection as to their merits.

SEND TODAY for any one or all of the above mentioned folders. They will start you RIGHT on the road to your new home. They are helping thousands.

A LIMITED NUMBER OF HOMES will be built this year because of the shortage of labor and material. Your new home can be a reality on terms less than rent if you will make the start and stick by the idea.

STANDARD HOMES COMPANY

Colorado Building for 29 Years

Washington 5, D. C.

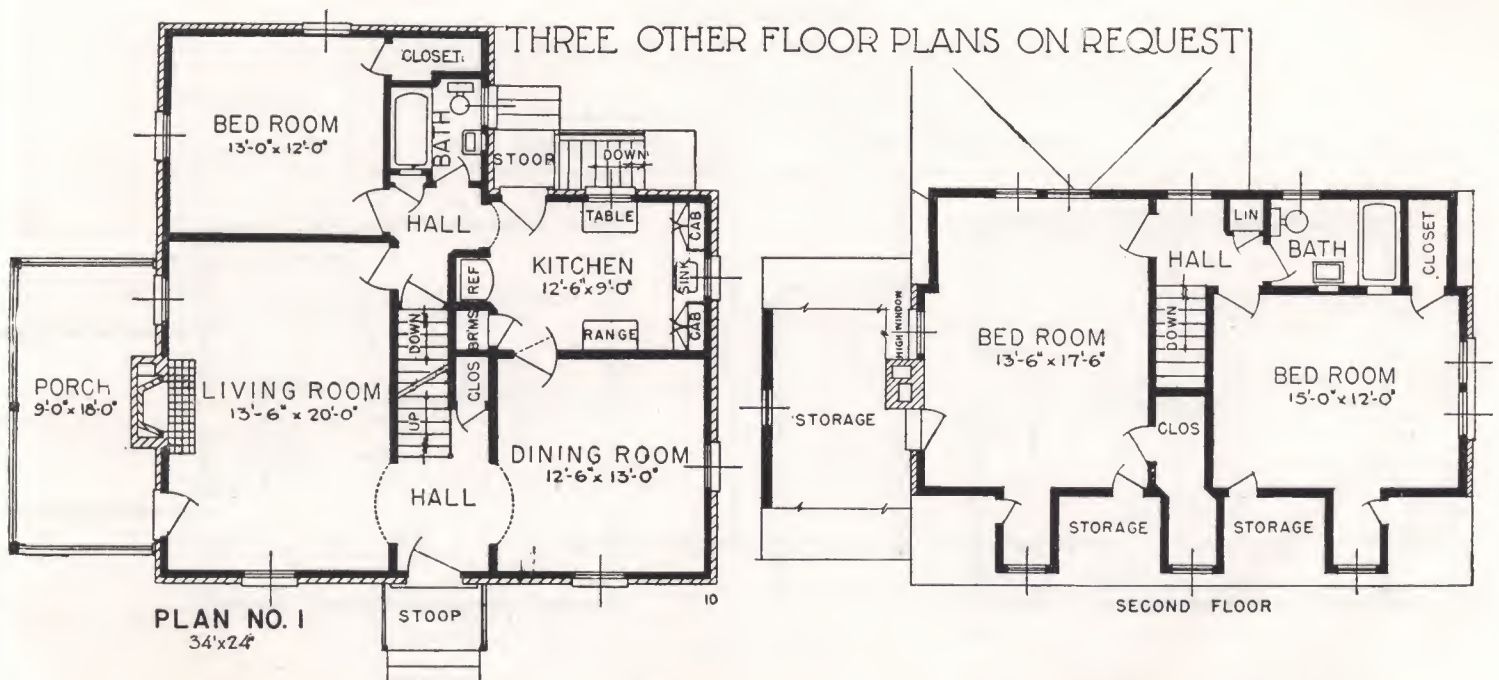
All plan books and plans furnished by MAIL ONLY. This increases the extent, efficiency and effectiveness of our service more than 90 percent. No local service (books or plans) offered in the District of Columbia nor within 50 miles of the District.



Stone Veneer

THE WESTHAVEN

Mere words cannot further enhance the loveliness nor the value of the Westhaven. Truly it is a lifetime Colonial, whose beauty and permanence are as fixed as the hills.



Our Standardized Plans Save, During Construction, Three to Five Times Their Cost, Often More.



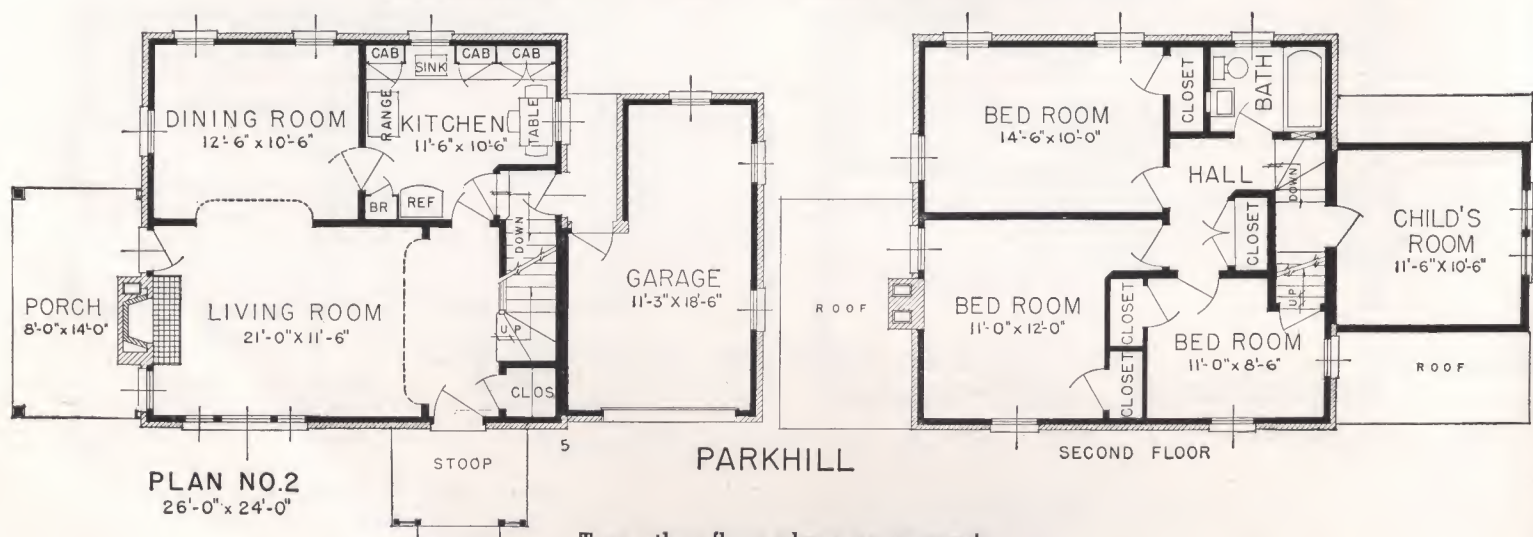
The PARKHILL

The symmetrical exterior lines of The Parkhill are surpassed only by the excellent floor plans which can be fully appreciated by careful study.

ANNOUNCEMENT

Soon builders will be able to secure direct from manufacturers, through a new company now being organized, many needed specialties for the new home. Ask for particulars.

NEW HOME SUPPLY COMPANY
COLORADO BLDG. WASHINGTON, D. C.



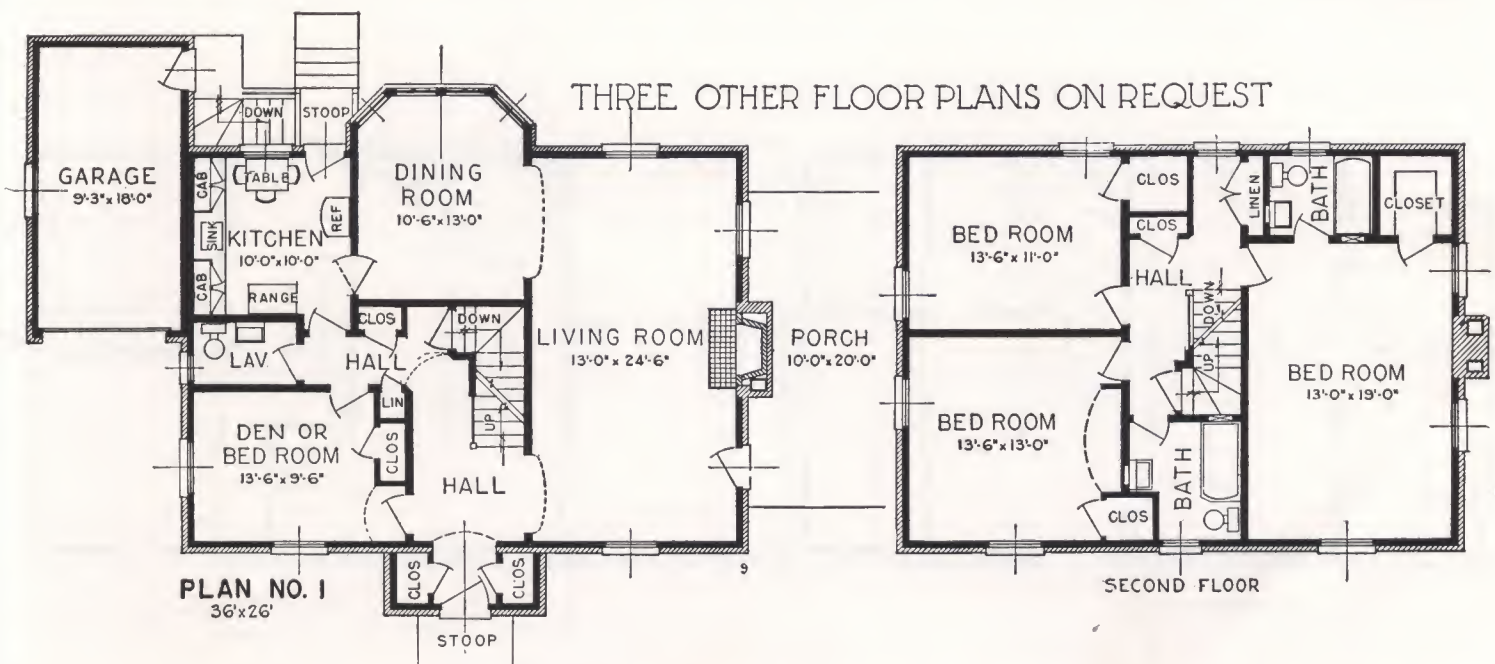
Our Plans and Specifications Meet the Rigid Requirements of all Home Loan Companies.



Painted Brick

THE GLENCOE

The Glencoe will gladden the hearts of all who stop to consider its contribution to the advancement of Man in the making and keeping of lovely homes. It will stand as a sentinel of progress on any street anywhere.



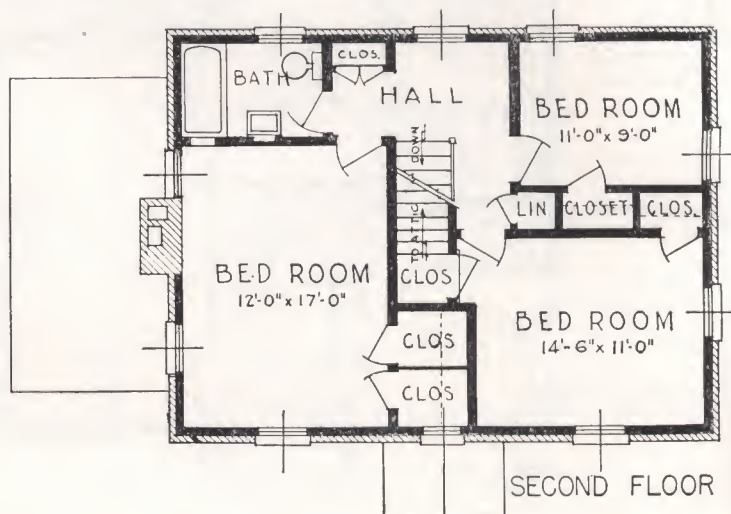
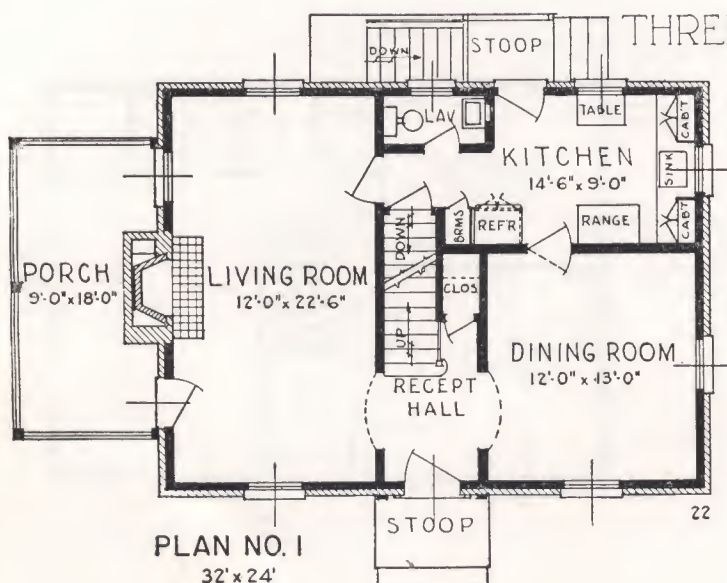
Because our house designs are types that do not go out of style for a lifetime, they have the highest loan values as well as the highest sales values of any homes within their price range.



THE GEORGETOWN

When our forefathers planned the Georgetown as the best in Colonial architecture, not a bet was missed. Comfort—economy—permanence. Those were the watchwords then. They were the watchwords today when our designers added new touches of refinement and finish that will lead far into tomorrow.

THREE OTHER FLOOR PLANS ON REQUEST



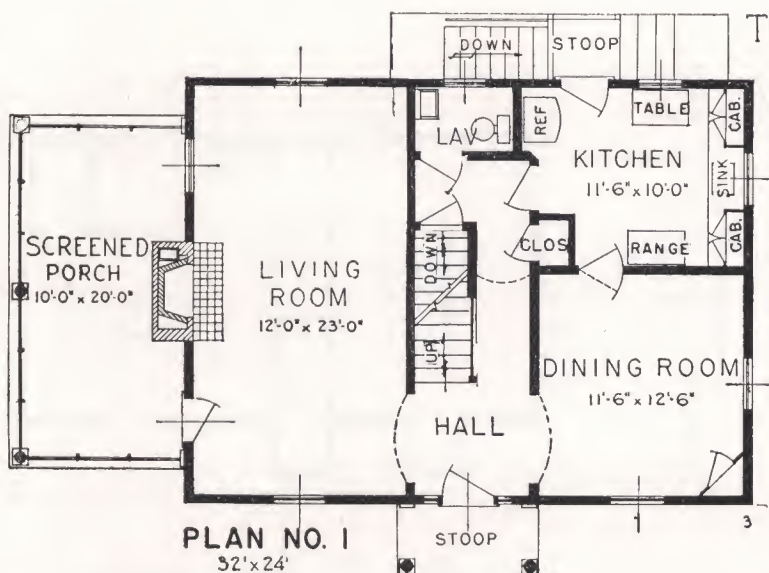
Any Plan Ordered May Be Exchanged for Any Other Stock Design for the Small Exchange Fee of \$5.



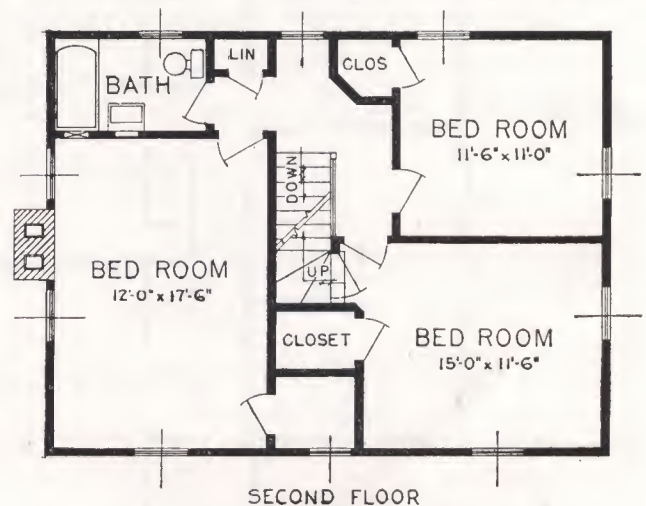
Brick or Frame

THE MAYFLOWER

The Mayflower, like the Georgetown, is another classic that calls for the deepest appreciation of Colonial days, when the love of home and country brought out the best and most daring in men, and developed in women a sacredness of purpose which is so manifest in millions of their daughters today.



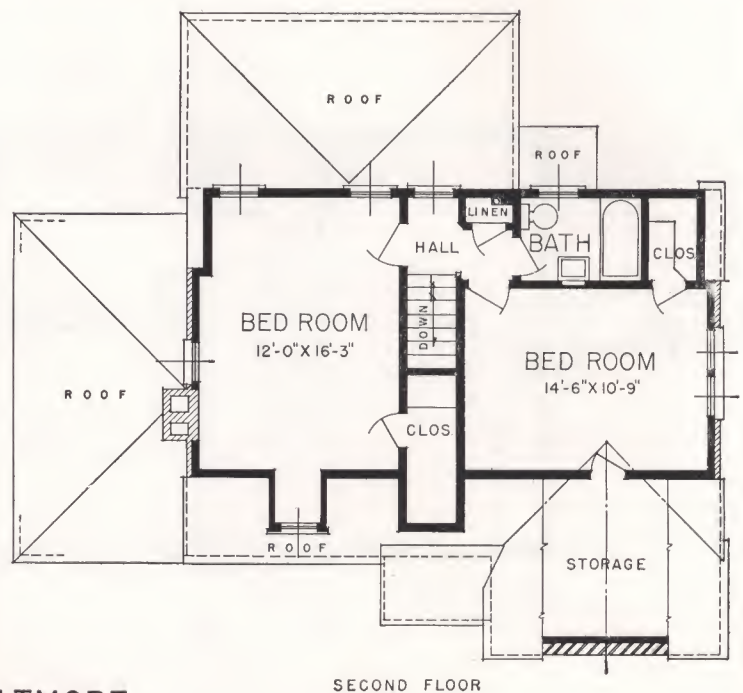
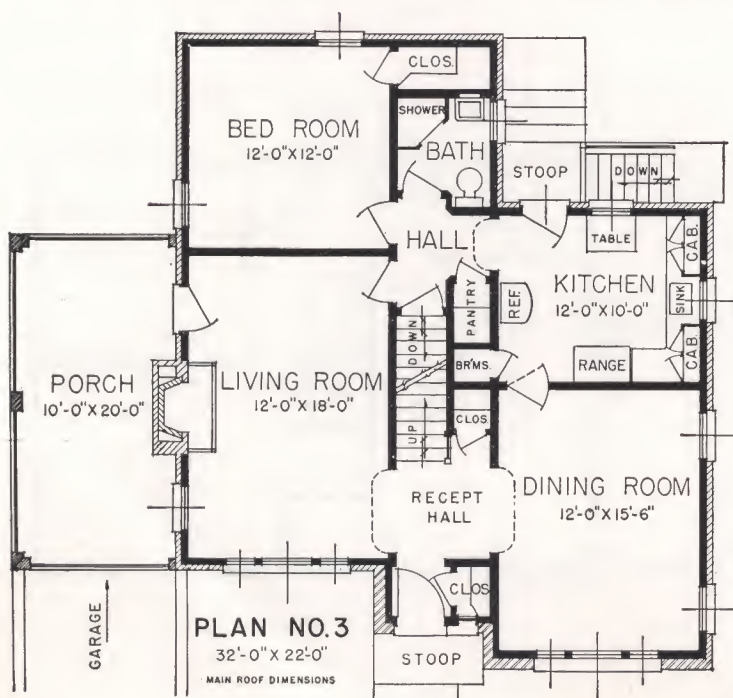
THREE OTHER FLOOR PLANS ON REQUEST





The BILTMORE

The Biltmore invites you to consider all of the real home comforts its designers so skillfully planned. So numerous are the fine points leading to solid comfort, they seem to call out in rapid succession.



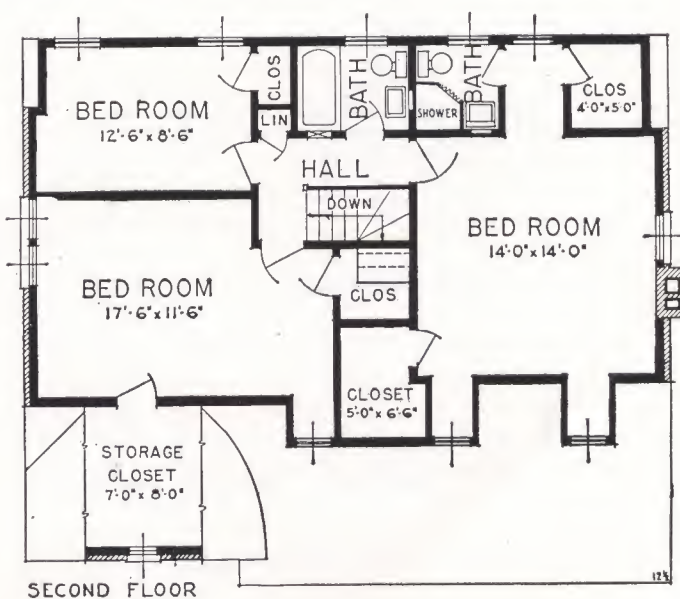
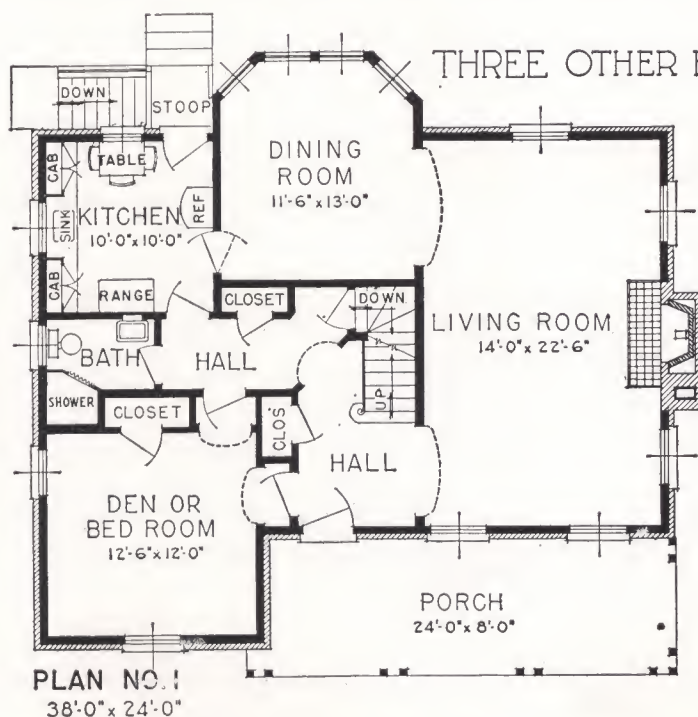
BILTMORE



Painted Brick

THE COLLINGWOOD

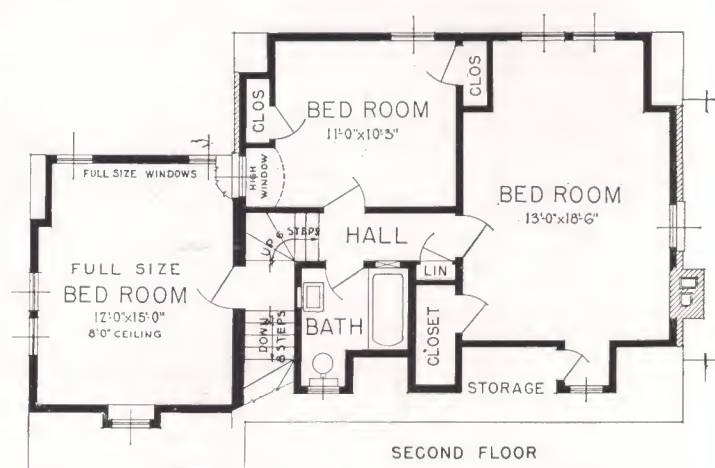
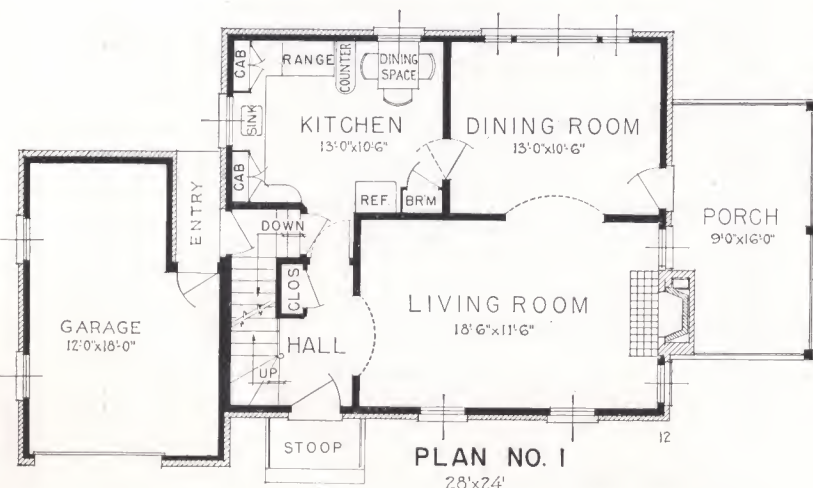
The Collingwood calls for hours of consideration because months were spent in developing the numerous progressive points of improvement. If there is a single feature you question, contemplate still further the problem of the occupants during the years. You may then see and agree with every line of the designer's pen.





THE BERKLEY

Such a lovely home! Such an unusual floor plan! Such careful thought given to every detail! Such an abundance of spaciousness and yet so reasonable in cost by comparison. Why, this is just the house we have looked for—just the plan we have always wanted. Yes, it is yours for the asking—\$15 per week or less, if you have a good lot on which to build it. Yes, seriously! It's true! Not over \$15 per week, often less.



Our Plans and Specifications Meet the Rigid Requirements of all Home Loan Companies.



THE BRENTWOOD

If you are looking for class at low cost, don't pass by the Brentwood because it can't be beaten for the number of brick that enclose its permanent

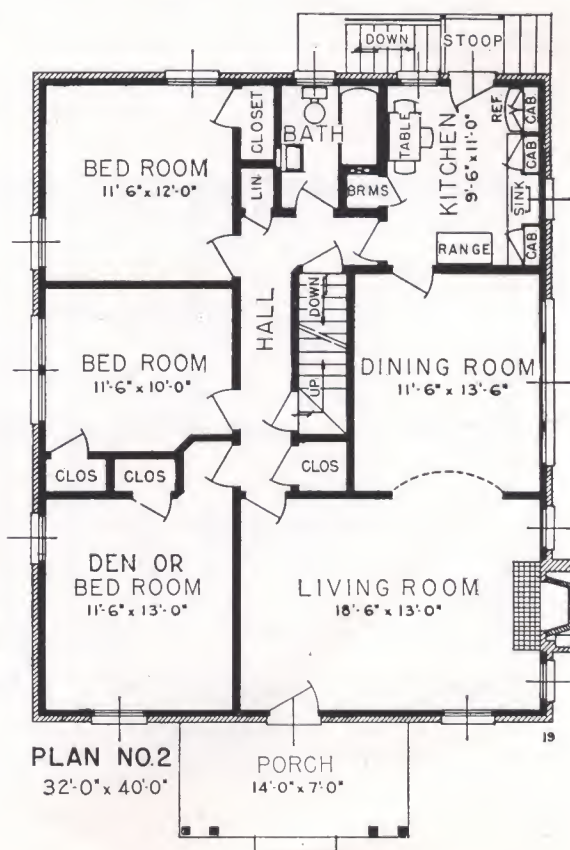
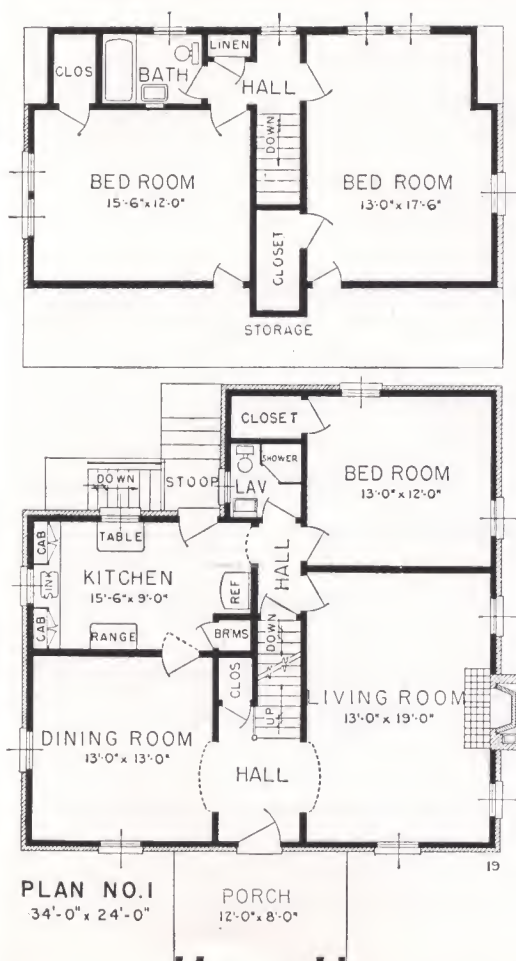
If you are interested in building your home on the easiest possible terms, ask for free copy of Folder "F"—Facts on Financing Small Homes.

Folder "F" will give you many ideas about dealing with loan companies, contractors and others interested in helping you build your home.

If you can pay rent, you can pay for a home of your own. This folder will tell you how.

Two other floor plans on request.

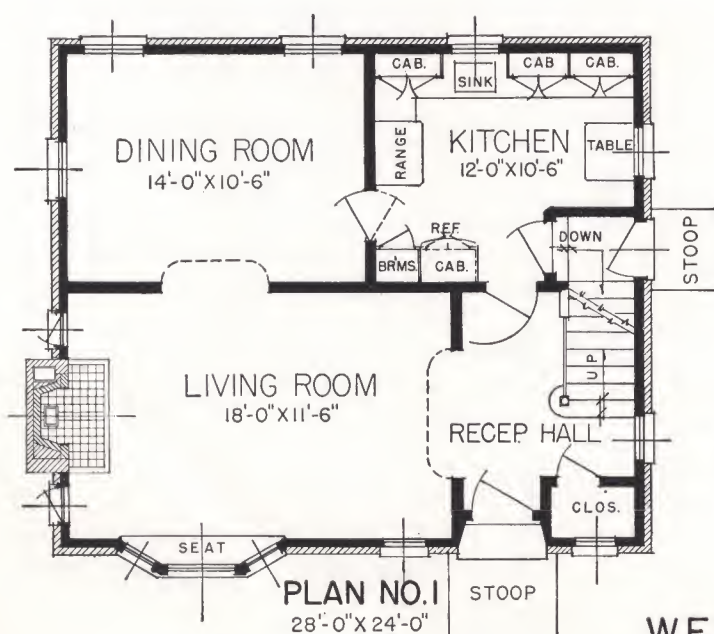
TWO OTHER FLOOR PLANS ON REQUEST



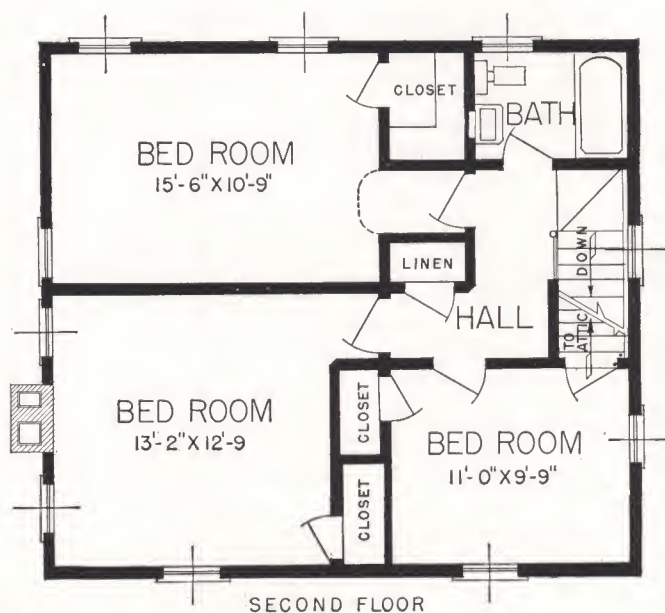


The WELDON

The Weldon will be selected by those who know values,—by the cautious who count the cost per square foot without losing sight of the lasting comforts to be found in every quarter. Its many good points can be fully appreciated only after much careful deliberation.



WELDON

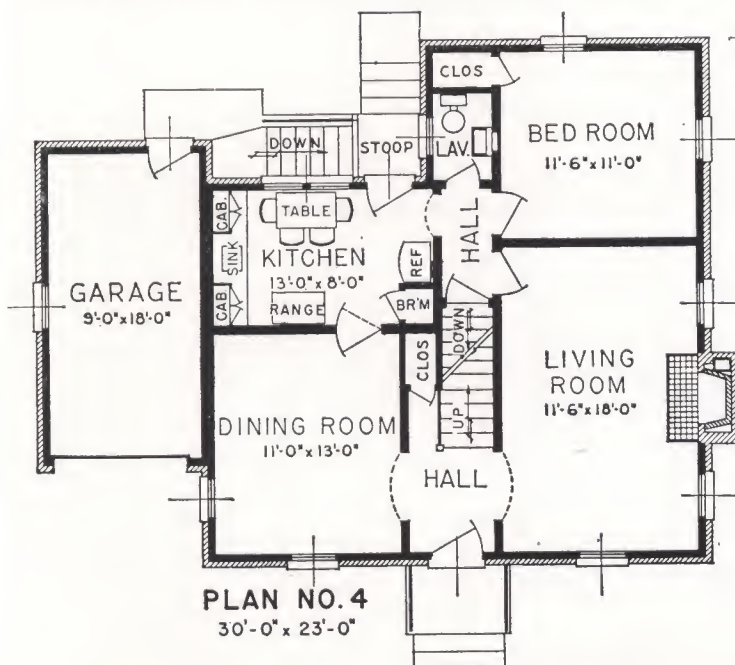




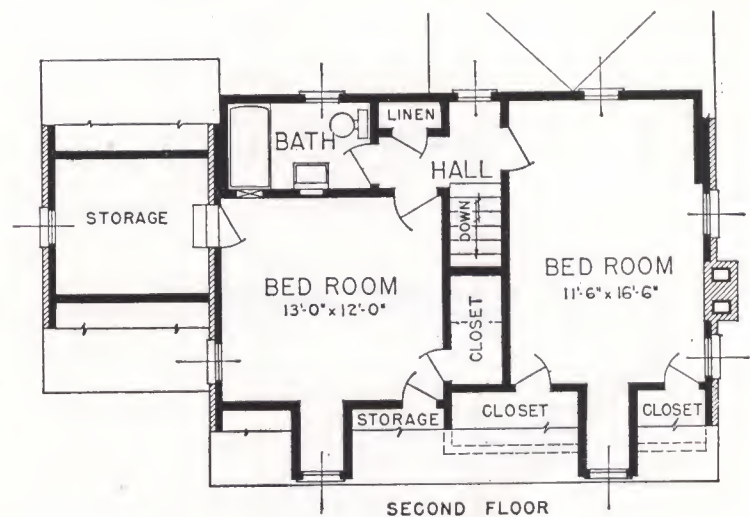
Painted Brick

THE NEW BROCKTON

You may shortly have the keys to the New Brockton if you will couple persistence with your purpose to own your own home. Obstacles stand aside for those who concentrate on a coveted goal, and the New Brockton has everything lovely and lovable to reward the most persistent effort necessary for its attainment.



THREE OTHER FLOOR PLANS ON REQUEST

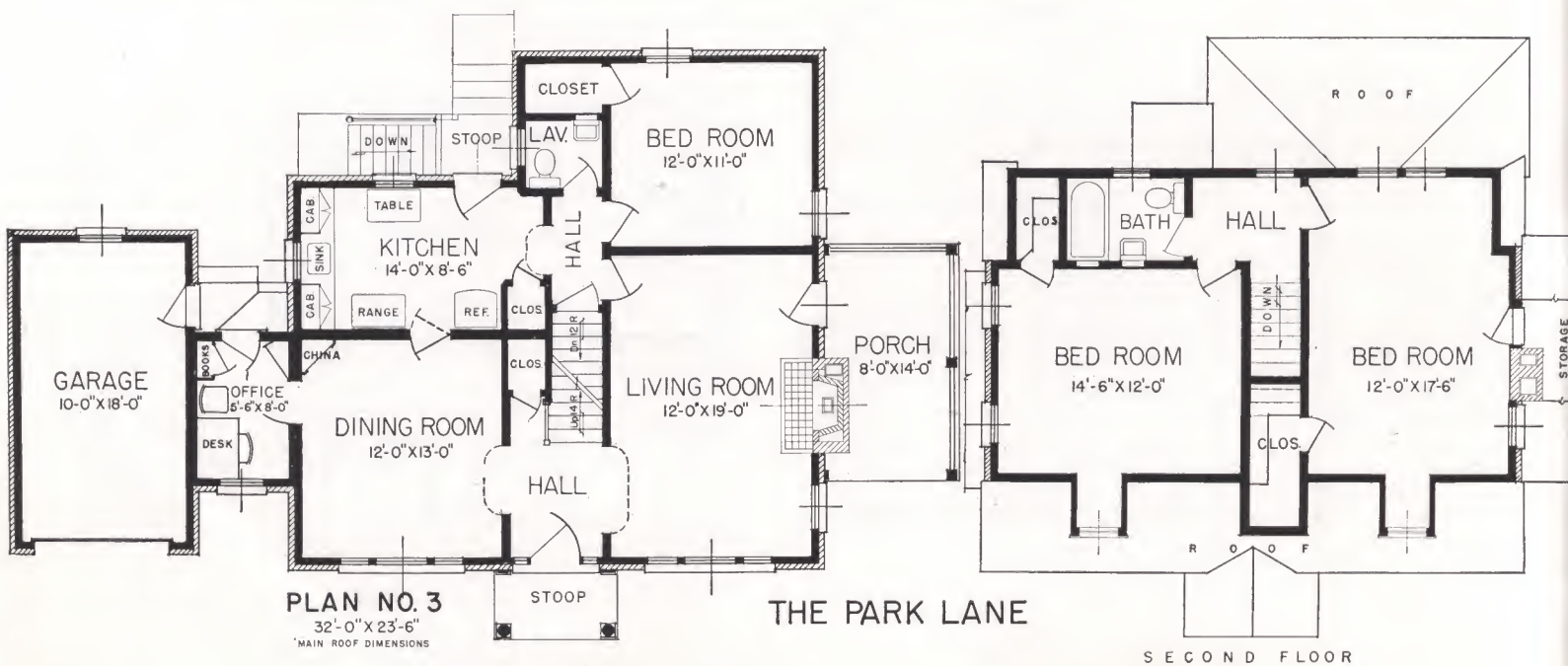


Our Standard Specifications Cover Every Item of Cost from Foundation to Roof, and give the inexperienced builder a new conception of good construction.



THE PARK LANE

As new as today and tomorrow; — as substantial as the seven hills, The Park Lane stands as a home to be loved for a lifetime. Neither time nor custom can mar one line of its many refinements.



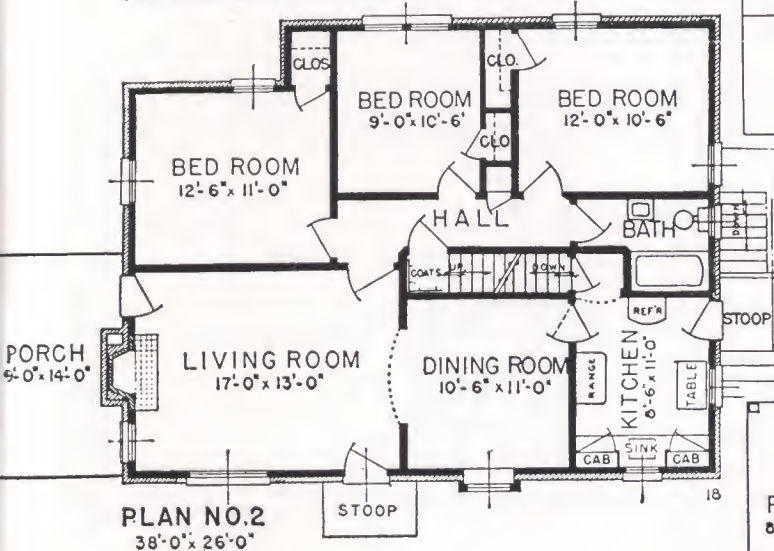
At this time—the Spring of 1948—Brick construction runs about the same as Frame.



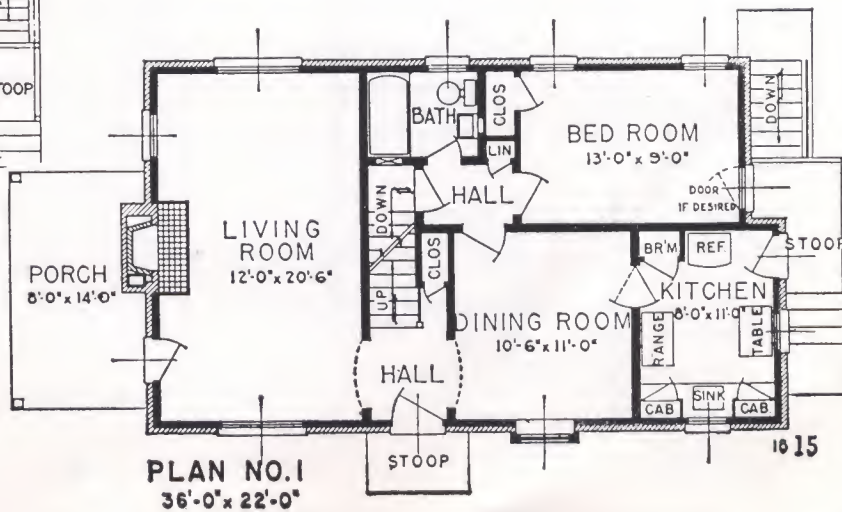
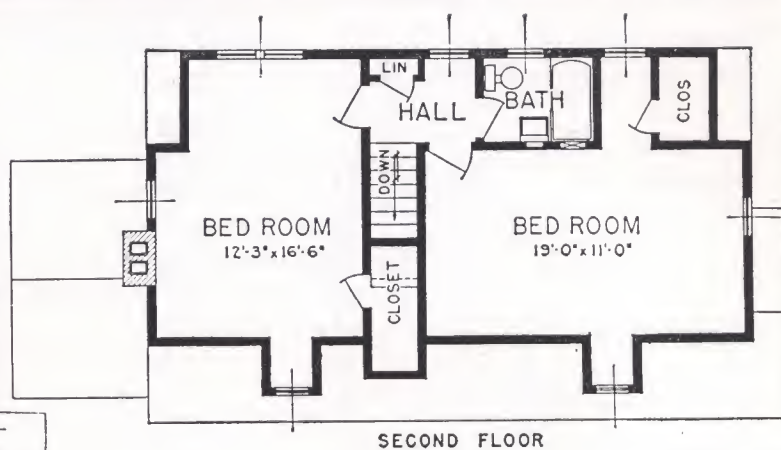
THE ELMHURST

Yes, we agree that the Elmhurst stirs up a home yearning we never knew before. Why? We don't know, but we feel that we must have this home—just as soon as possible, and under the new loan plan it's within our means. You're right, we'll be happy in the Elmhurst, no doubt about that.

TWO LARGE BEDROOMS & BATH ON 2ND FLOOR IF DESIRED



Two other floor plans on request.

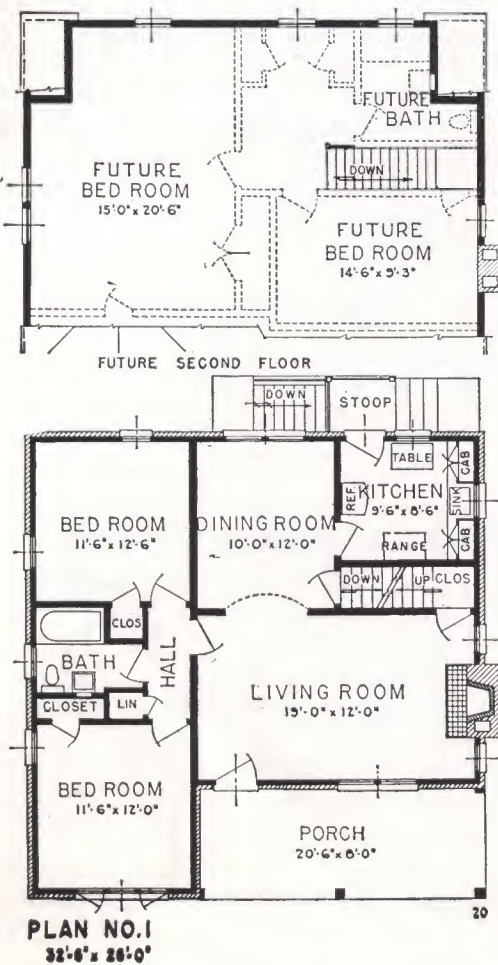




THE BROOKVIEW

The Brookview seems to beckon us to come in. It seems to be new and ready, with everything we have been waiting for. It is exactly what we want. We couldn't find a more gracious home in which to enjoy all the comforts of life.

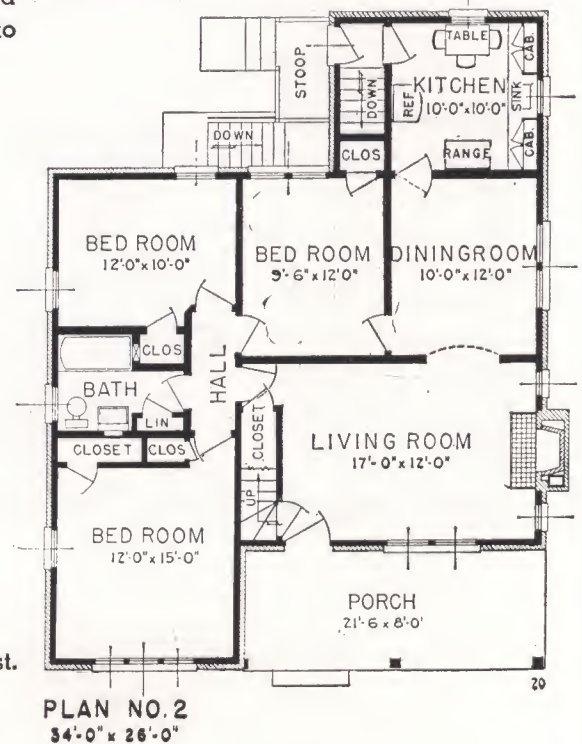
TWO LARGE BEDROOMS & BATH ON 2ND FLOOR IF DESIRED



Ask for free copy of Folder "C" — Comparative Construction Cost of Small Homes.

This folder throws new light on present day construction costs, and also shows the difference in the cost of brick, frame, concrete block, prefabricated houses, etc.

Two other floor plans on request.



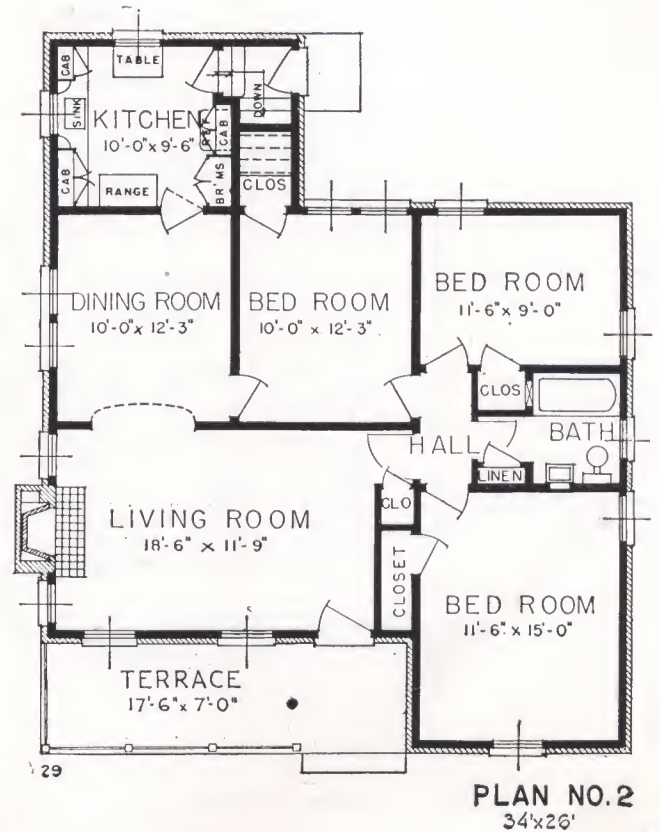
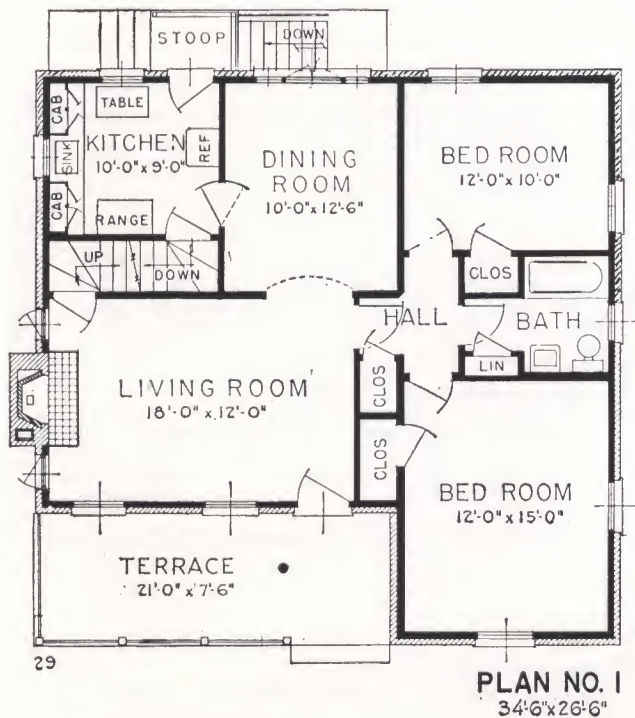


Painted Brick

THE PARKRIDGE

Here, truly, is a dream home—seemingly out of a story book, and yet it is as real as life and it is easily within the reach of those who calmly refuse to accept substitutes.

TWO OTHER FLOOR PLANS ON REQUEST



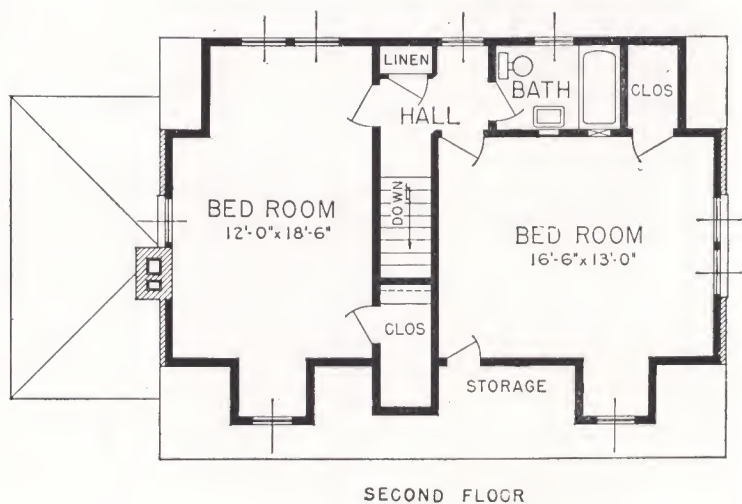
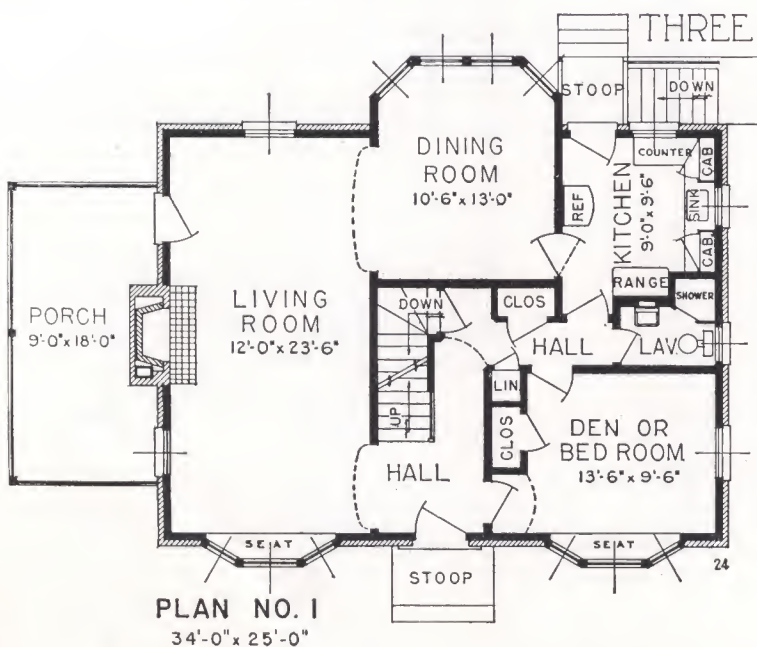


Painted Brick

THE DEVONSHIRE

No, it's not the setting. Instead, it's the bays and the complete balance of design that gives the Devonshire its distinction. Then the floor plan also is outstanding—about perfect in fact—for a three-bedroom home. Not another place for improvement can be found.

THREE OTHER FLOOR PLANS ON REQUEST



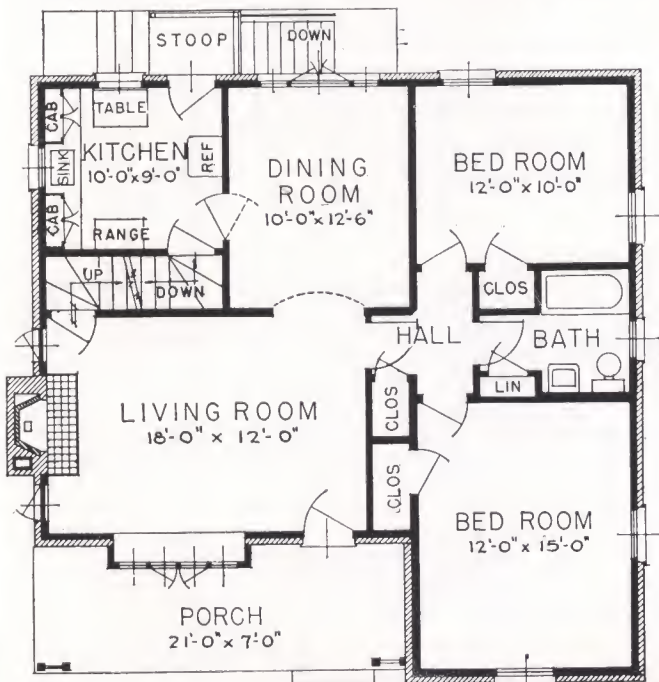
Our Contractor's Agreement forms are a great safeguard for both Owner and Contractor during construction.



THE LYNNHAVEN

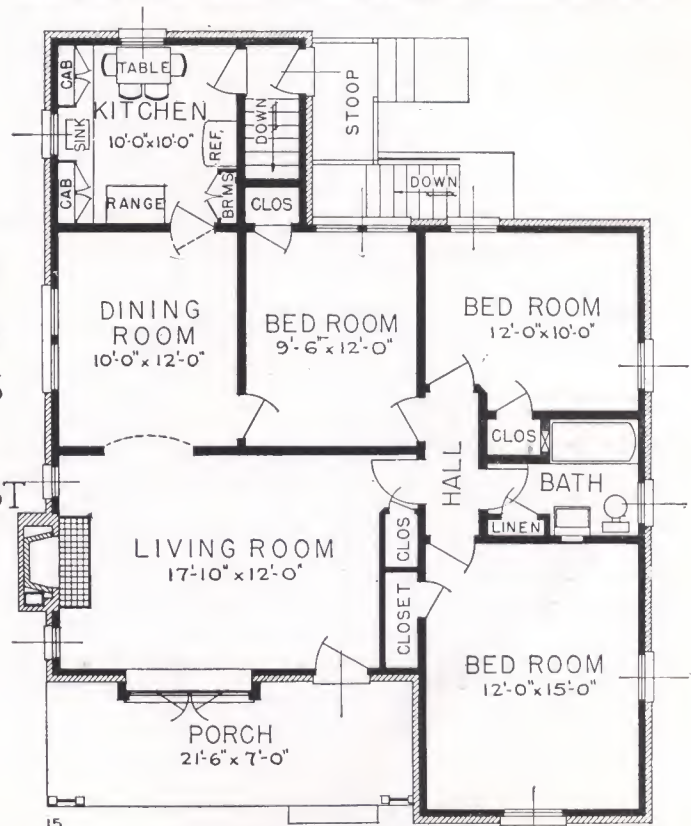
Look! Isn't this the most lovely bungalow you ever saw? Did you ever dream of anything so beautiful, with such wonderful floor plans?

PLAN NO.1 SHOWS LARGE ATTIC ON 2ND FLOOR



PLAN NO.1
34'-6" x 26'-6"

TWO
OTHER
FLOOR
PLANS
ON
REQUEST



PLAN NO.2
34'-0" x 26'-0"



Brick or Frame

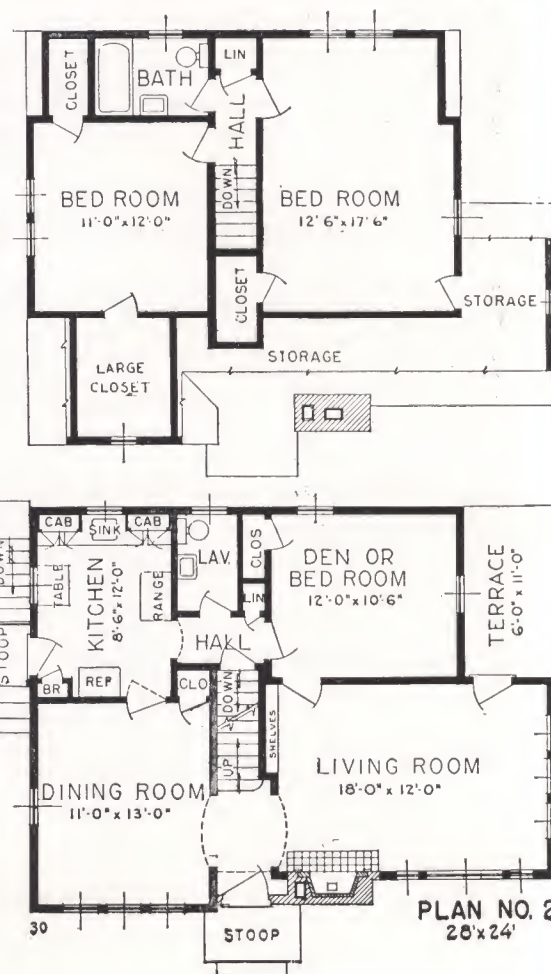
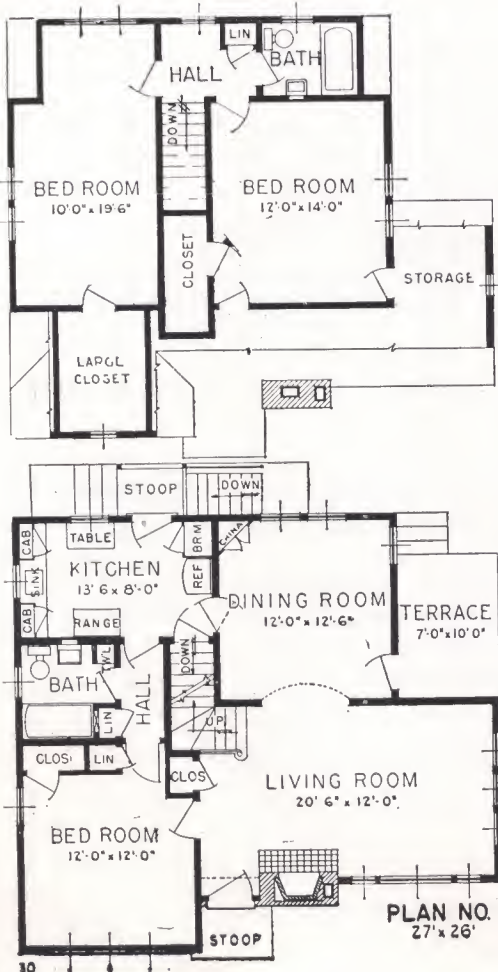
THE IVANHOE

A surprising new home! Why hasn't this been offered before? It was a little too advanced until now, but now home lovers everywhere are ready and waiting for all of the fine features shown in its floor plans.

If you have not found in this book just the home you want, send for a copy of "Better Homes at Lower Cost," a book of similar size, showing 32 exceptionally fine small homes, ranging in cost from \$3,000 to \$12,000.

As in this book, each illustration is from an actual photograph, and the plans for each design have also been carefully standardized to avoid waste.

Price—50 cents—coin.

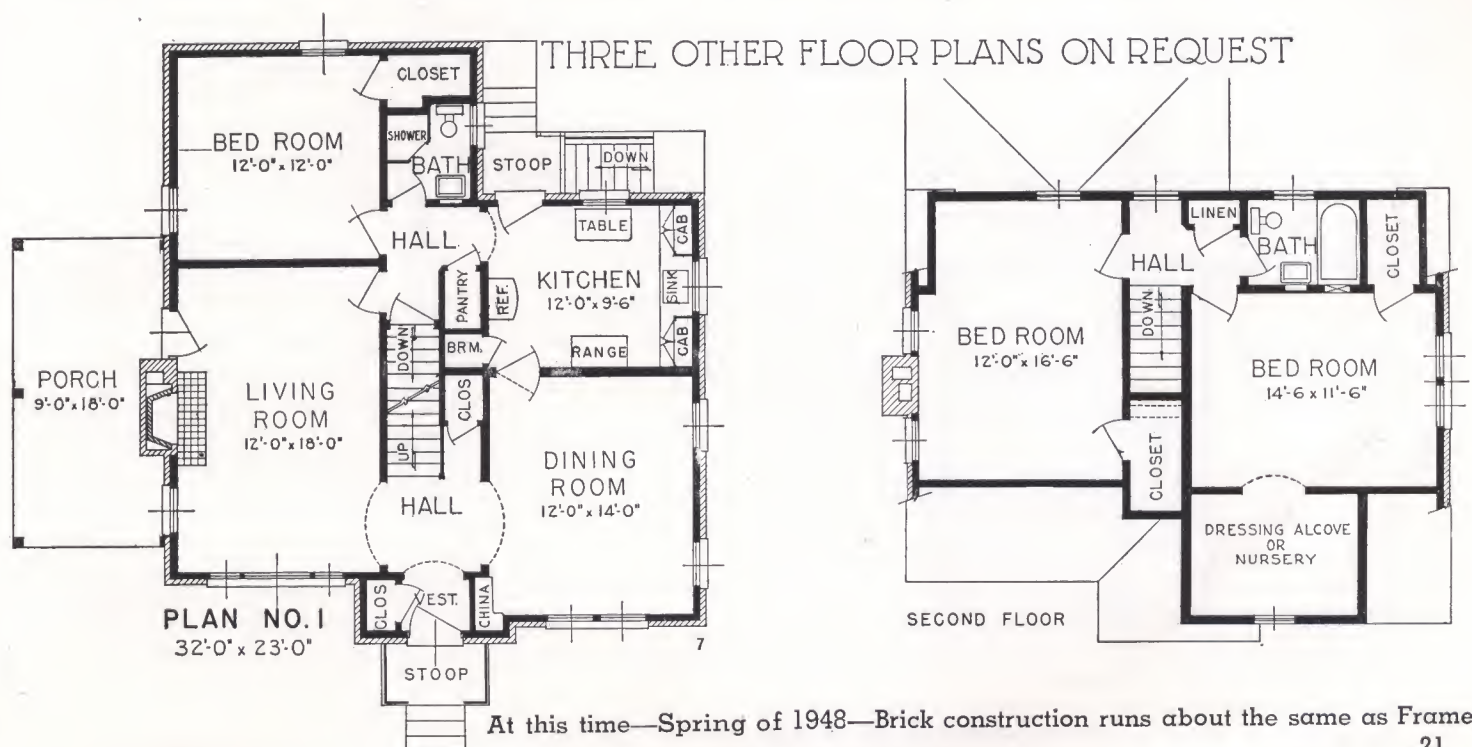




Painted Brick

THE BEAUMONT

Where could you find, in its price range, a better home than the Beaumont? Where could you find more distinction? Is it not as modern as the most discriminating could expect and is it not worthy of the most sacred efforts necessary to gain its possession? Don't delay further, if its floor plans meet your requirements.





Brick or Frame

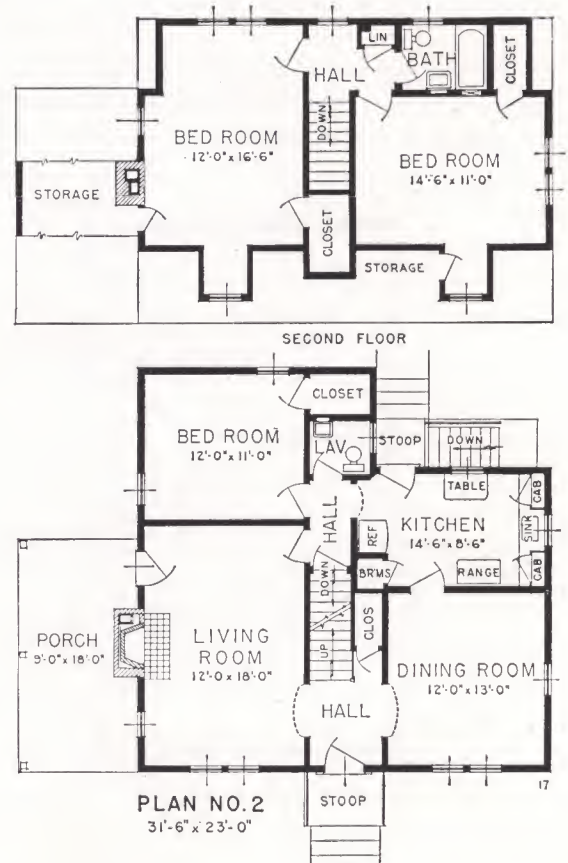
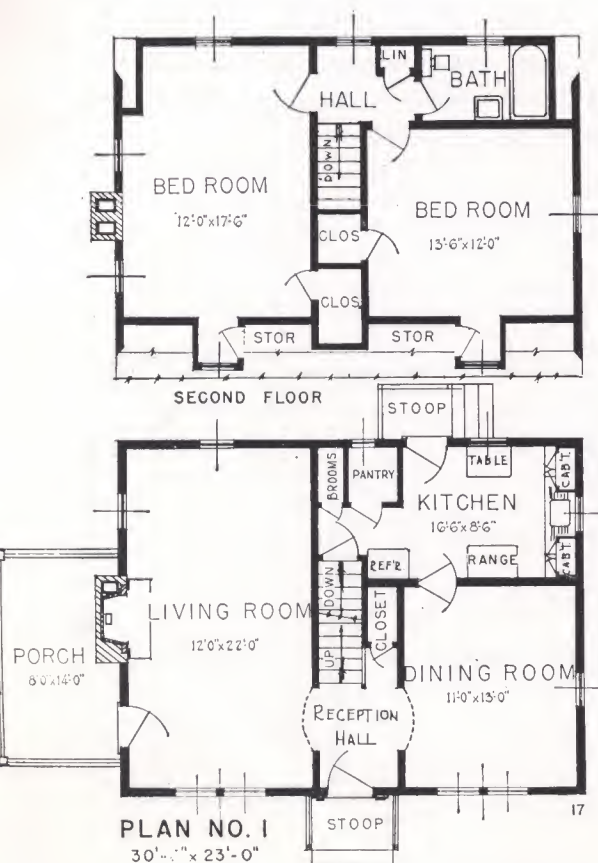
THE YORK

Again we score decidedly by offering this popularly priced, greatly beloved Cape Cod design, with floor plans that will meet the wishes of the most discriminating.

Ask for free copy of Folder "B" — 9 Points That Will Help You Build a Better Home at Lower Cost.

Every one considering building a new home should know the nine points of sound construction covered in Folder "B".

Two other floor plans on request.

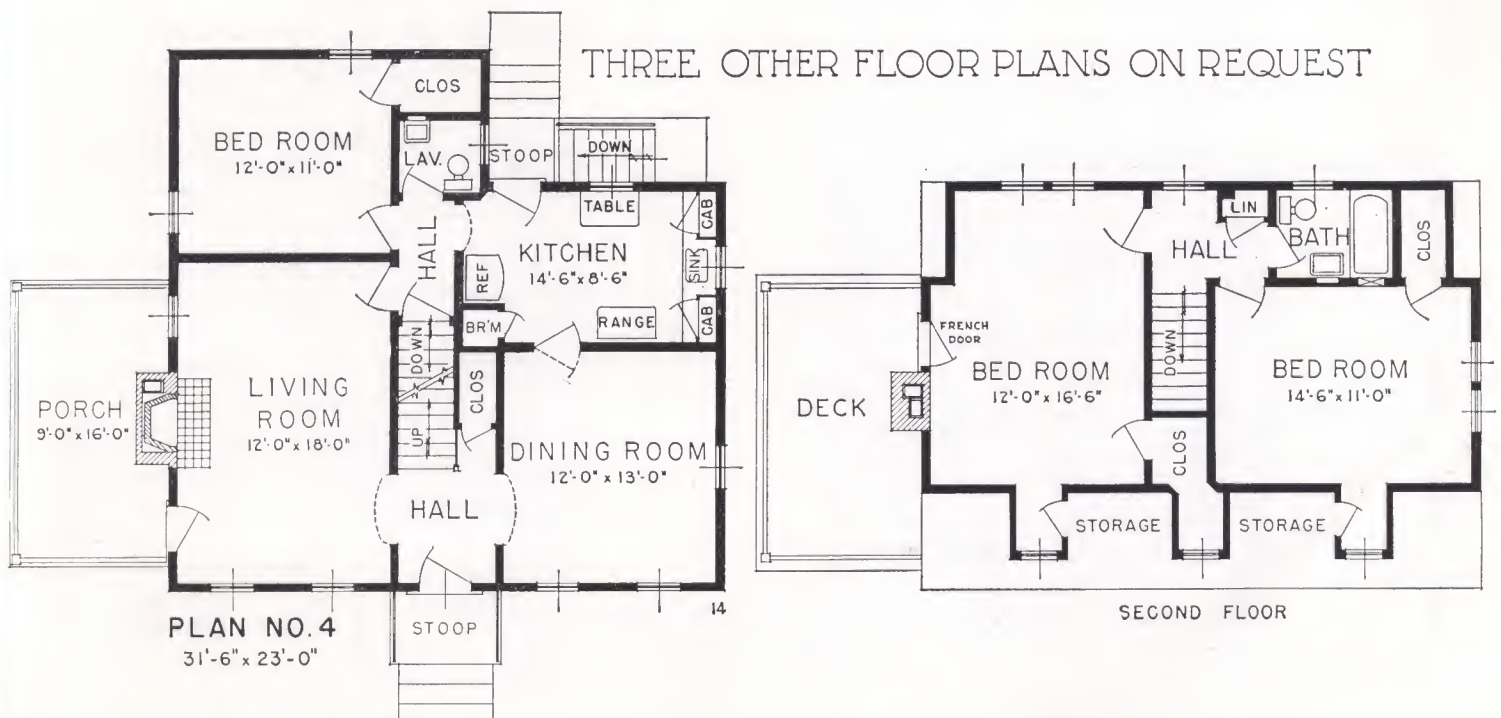


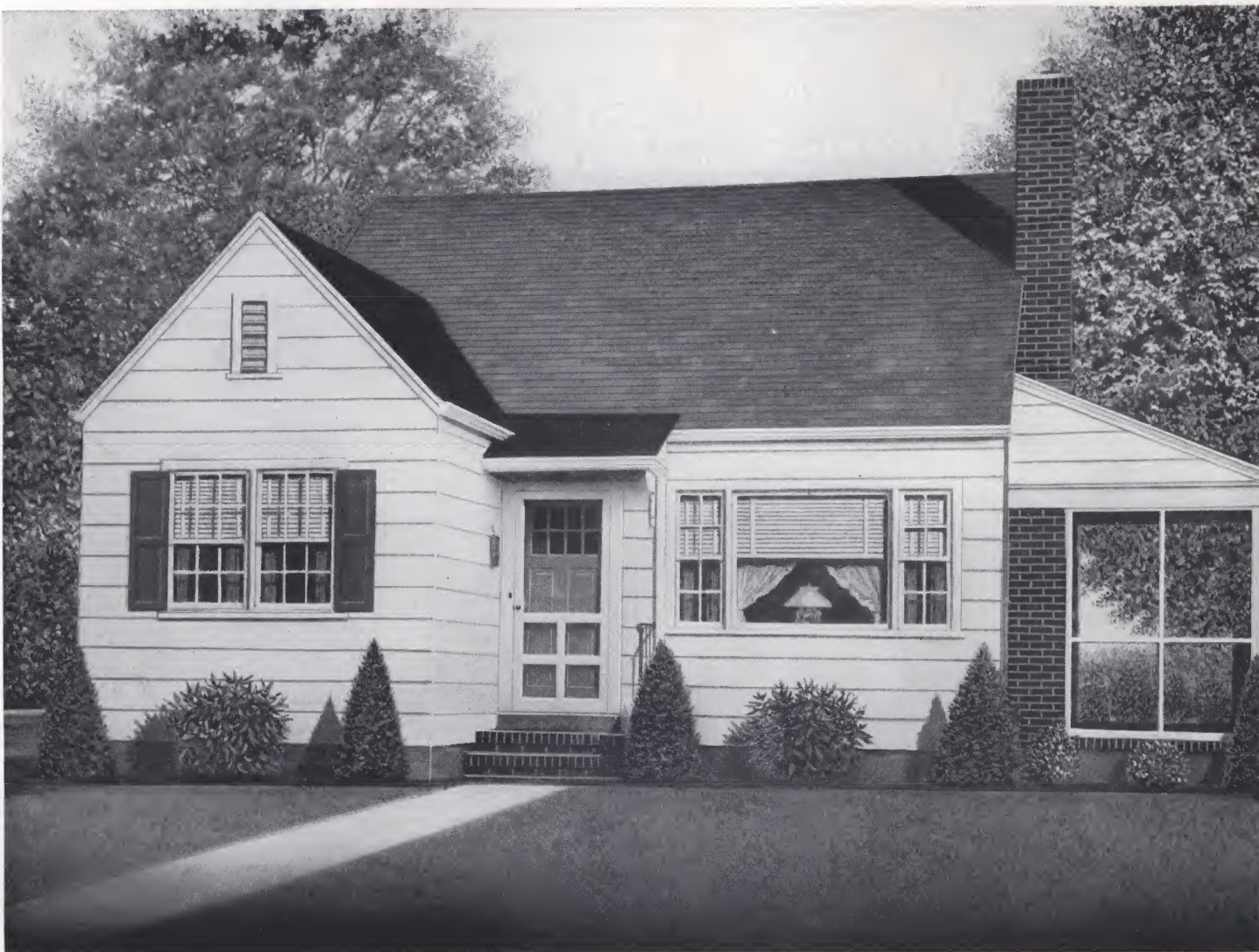


Brick or Frame

THE JAMESTOWN

The fine finish of the Jamestown places it in a class far beyond its cost. This explains why lovers of Colonial architecture select it so often as the best in its price range. It is strictly in the Williamsburg and Yorktown class—known everywhere as "homes of today and tomorrow."



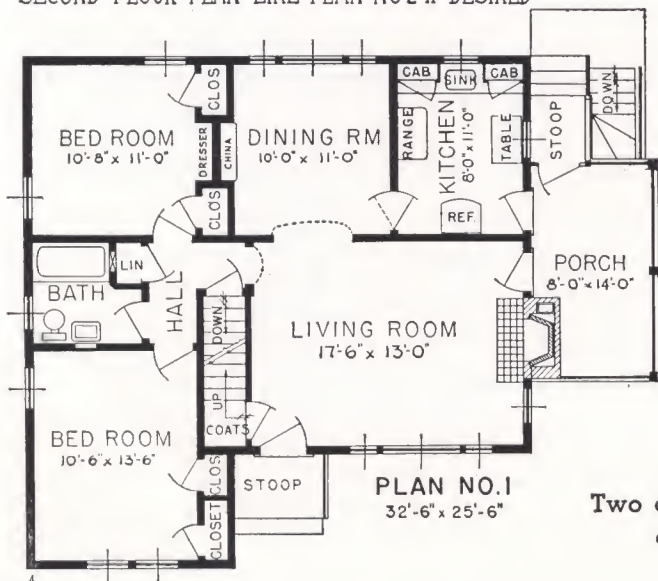


Brick or Frame

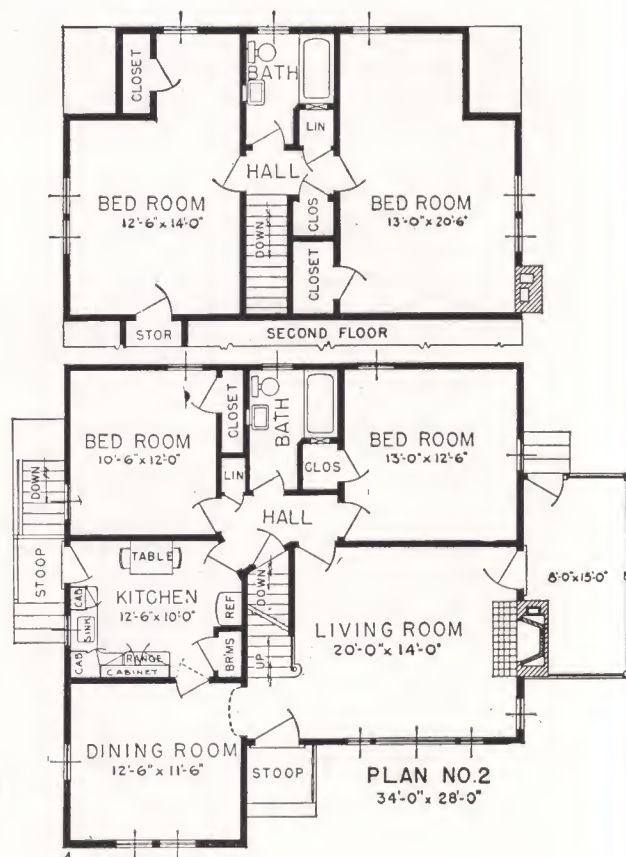
THE NEWPORT

By a new touch of the modernistic, the Newport is placed in a class far above the so-called "low-cost home," yet it is decidedly in that field because it comes within the reach of so many who want to invest their rent money in homes of their own.

SECOND FLOOR PLAN LIKE PLAN NO.2 IF DESIRED



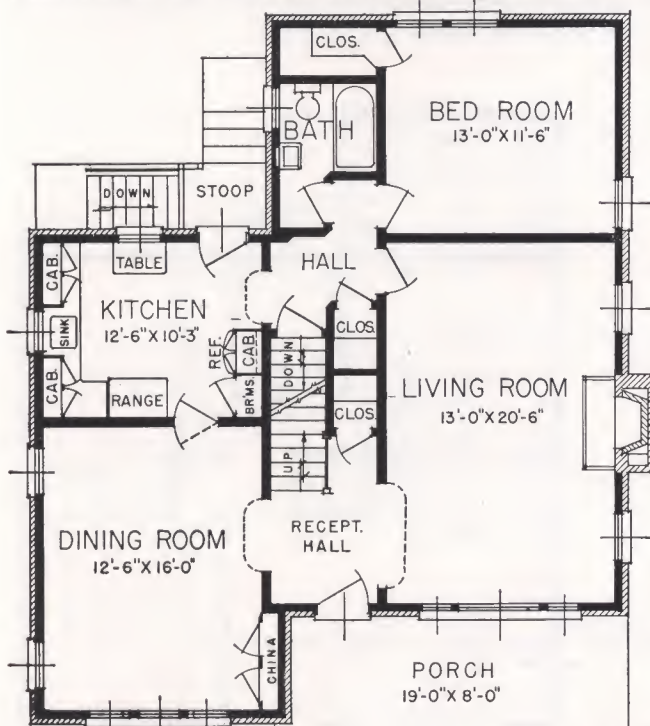
Two other floor plans
on request.





The FAIRLAWN

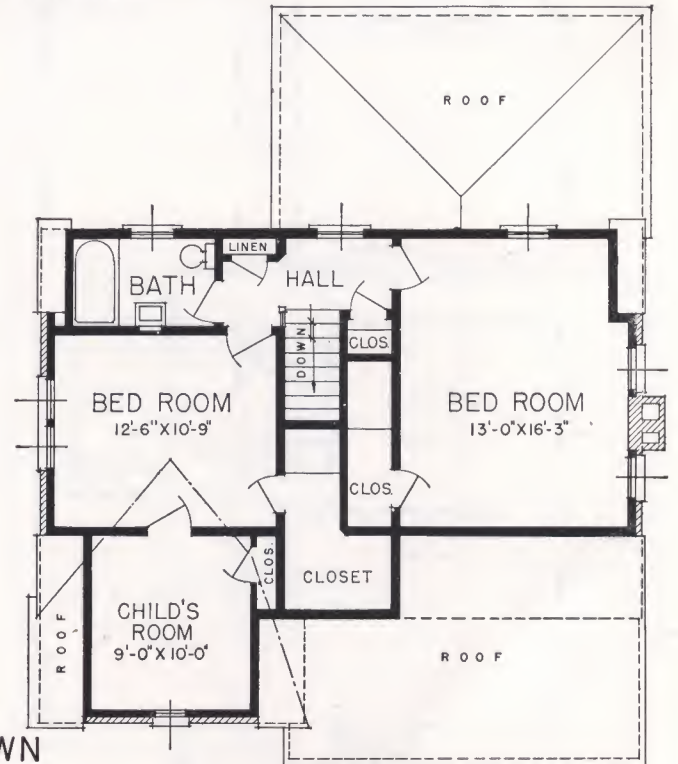
Here, in The Fairlawn, are to be found all of the good features you have been looking for. Not one has been overlooked—and that is why it is known as "The Home of No Regrets".



PLAN NO. 3

34'-0" x 22'-0"

MAIN ROOF DIMENSIONS



SECOND FLOOR

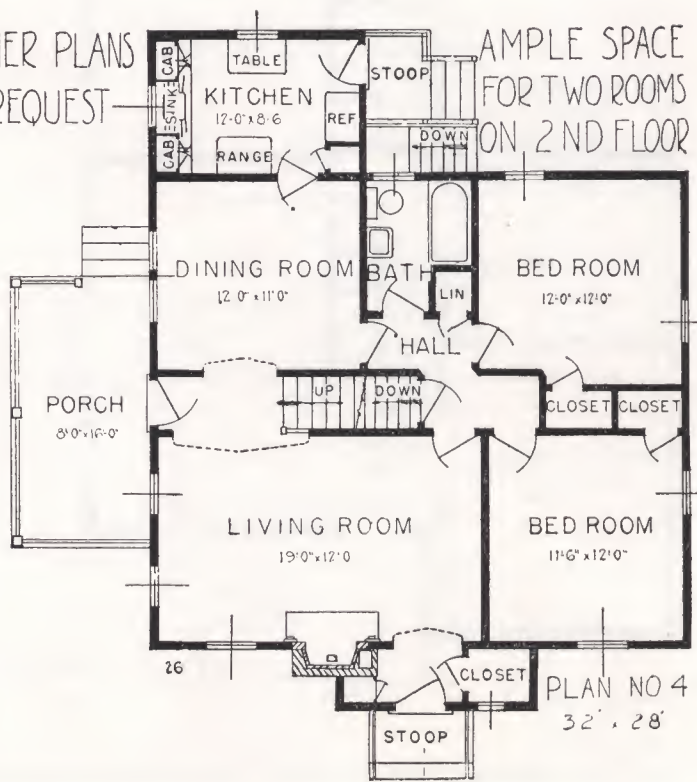
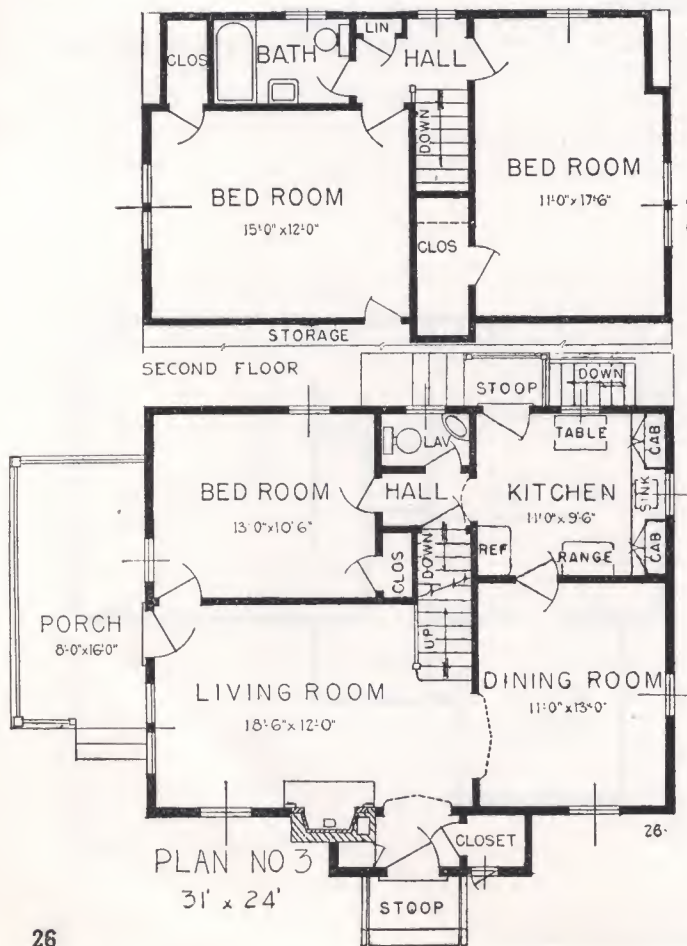
This explains why they can be constructed on the easiest possible terms

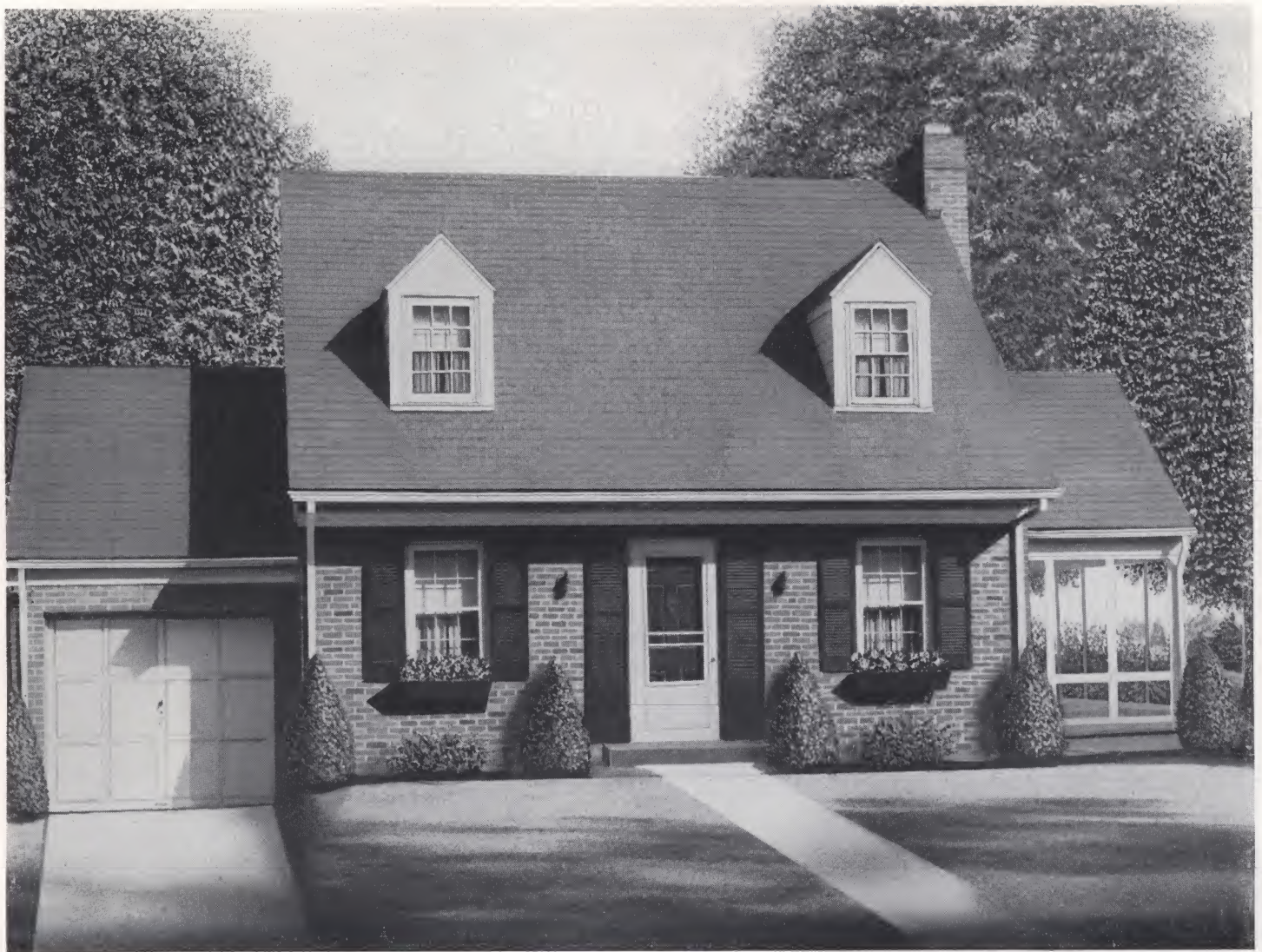


Brick or Frame

THE WESTCLIFF

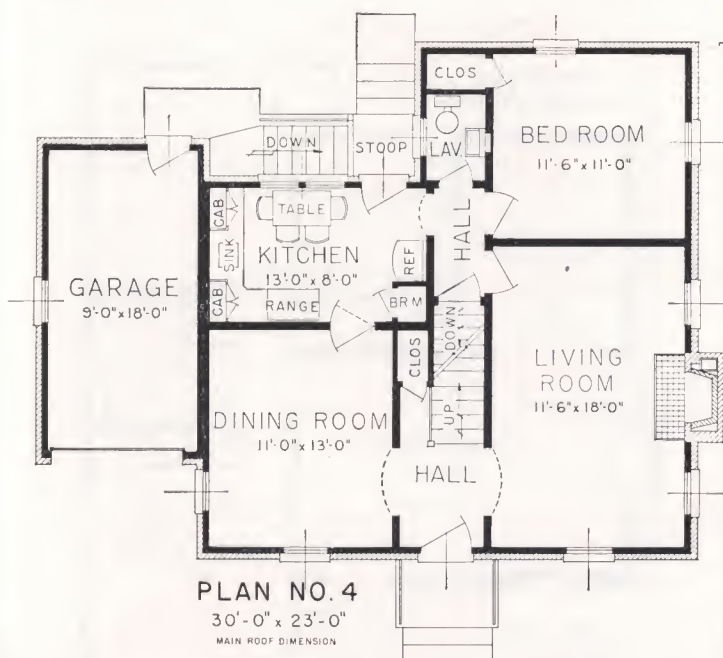
Class, as well as economy in cost, is written into every line of the Westcliff.



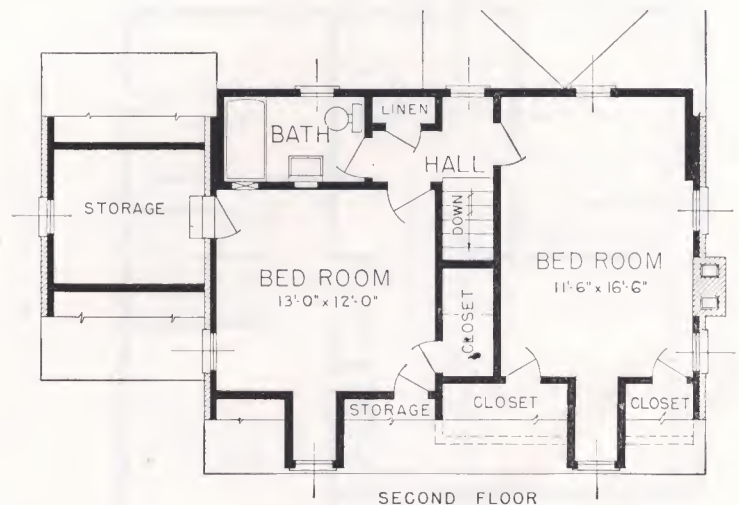


The CALVERTON

All of the good points you have been looking for are to be found in The Calverton—a garage, a porch, a lovely floor plan with a bedroom on the first floor, and all of the fine features wanted in a second floor. Can more be hoped for?



THREE OTHER FLOOR PLANS ON REQUEST



CALVERTON

Sameness in a subdivision never pays. The slight increase in the cost of individual designs is offset by higher loan values. This explains our policy: "Only one design of a type to a builder."

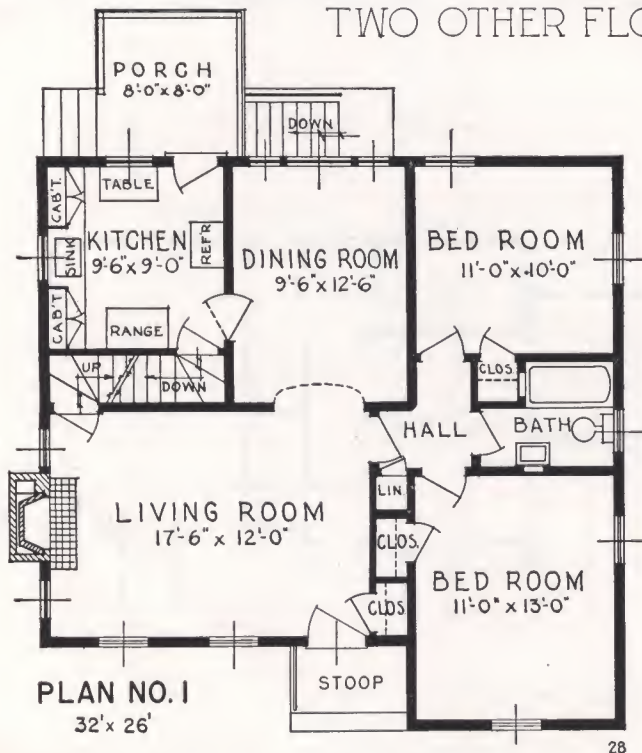


Brick or Frame

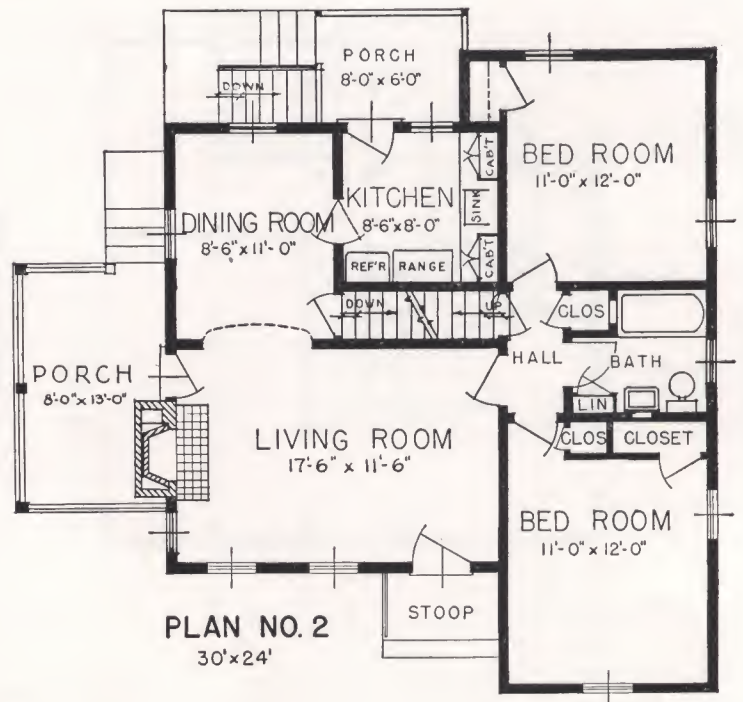
THE AVONDALE

For the future safety of your wife and children, build a home of some kind. Have your home built where you and your wife want it—the way you want it, and you will find in that home a new and inner satisfaction which can never be realized in a house built by another.

TWO OTHER FLOOR PLANS ON REQUEST



28

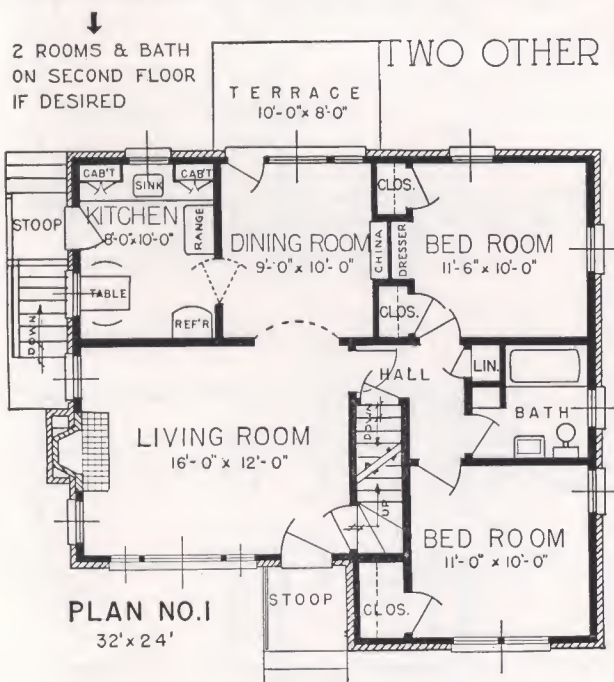


28

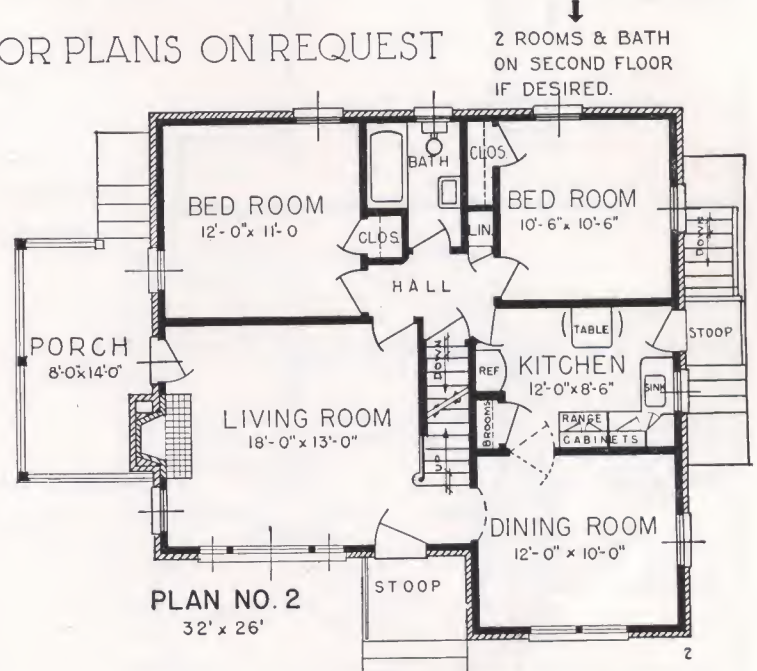


THE GLEN RAE

Here is another guide post in the path of Man's progress toward better things—better homes and a better environment in which to raise his children. Surely all of the uplifting forces of life conspire to help the man whose ambition leads him to build a home like the Glen Rae.



TWO OTHER FLOOR PLANS ON REQUEST



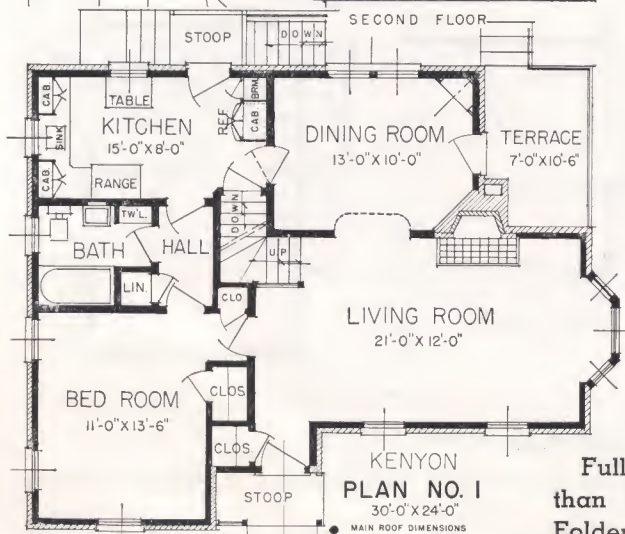
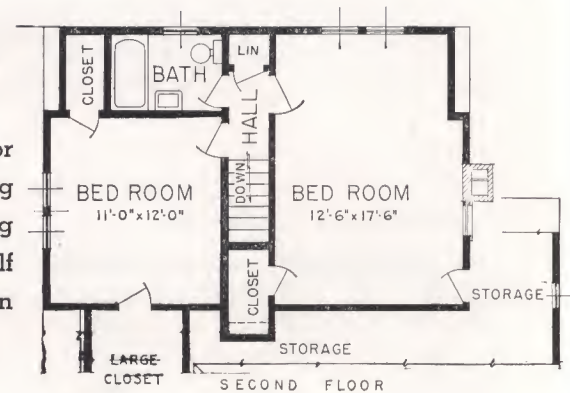
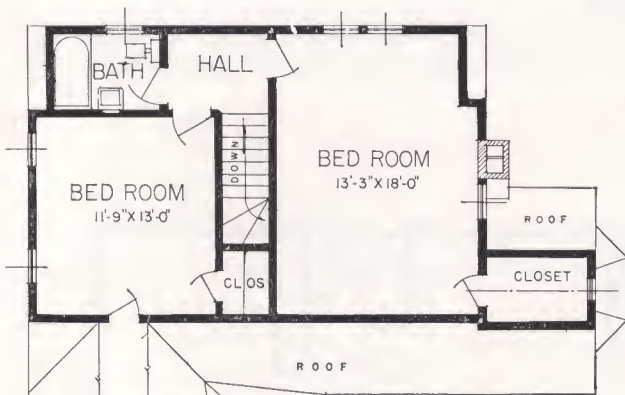
NOTICE TO OPERATIVE BUILDERS:

Sameness in a subdivision never pays. The slight increase in the cost of individual designs is offset by higher loan values and better satisfied purchasers.

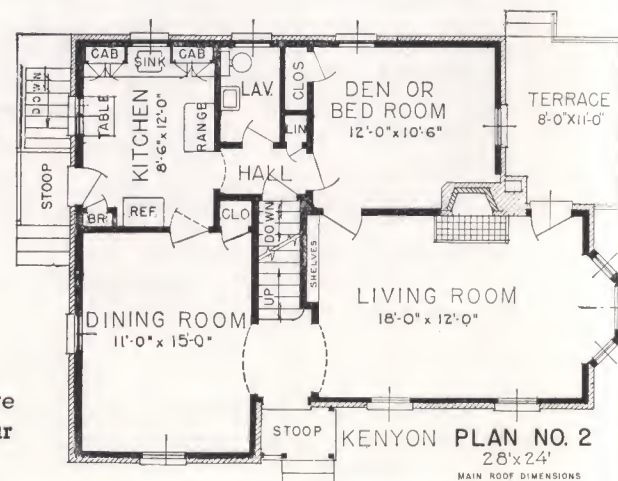


The KENYON

The Kenyon calls for new comforts of lasting value. Its spacious living room alone lends itself readily to new ideas in abundance.



Two other floor plans on request.



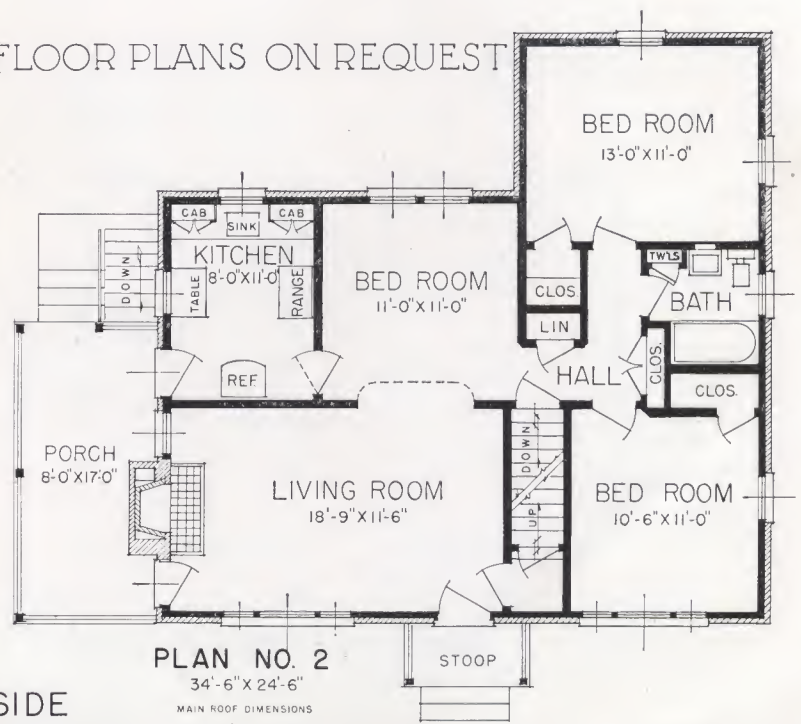
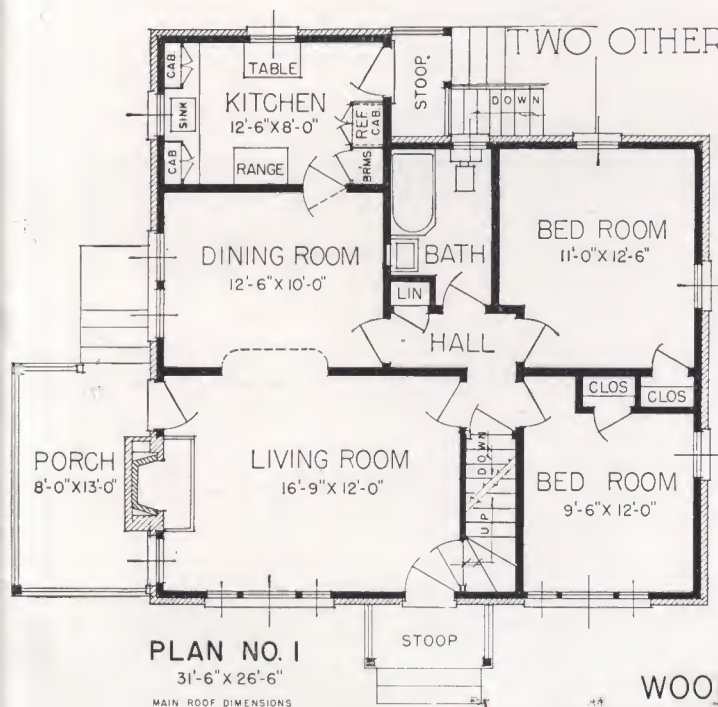
Full basements cost no more than half basements,* as our Folder "C" will clearly show.



The WOODSIDE

The Woodside wins you at once if you are looking for a lot of home at low cost. Its simple lines spell economy in first cost as well as economy in upkeep.

TWO OTHER FLOOR PLANS ON REQUEST



WOODSIDE

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